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ABSTRACT

This directory provides a selective listing of information about economic education programs and resource activities of 299 corporations, organizations, universities, and colleges in the United States. This second edition of the directory is intended to stimulate interaction between business firms and schools and to help educators, members of the business community, and other interested people locate information about corporate education and information programs. Programs listed in the directory were chosen to demonstrate variety and provide diverse geographical coverage. Programs are organized alphabetically in six categories--corporate programs and resources, economic education organizations and programs, research and public policy, business/industry associations, selected college programs, and other resources. For each entry, information is presented on name of the corporation or organization, person to contact for further information (usually a vice-president, librarian, education coordinator, or public relations director), address, telephone number, and description of programs and activities such as speakers bureaus, classroom aids, public affairs services, seminars, display materials, school related activities, and activities for employees. (DB)

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ECONOMIC EDUCATION PROGRAMS AND RESOURCES DIRECTORY

SECOND EDITION

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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INTRODUCTION

In 1974, responding to growing interest in economic education programs conducted by corporations, the National Association of Manufacturers published *Interpreting Business: Who What How Where.* Because the demand for this publication was so great, in 1976 the first edition of *Economic Education Programs and Resources Directory* was printed. It contained a representative sampling of 59 corporate economic education programs plus annotated descriptions of 44 economic education organizations, 12 college based programs, 19 research and public policy and 14 other organizations which conducted eucational programs or were a potential source of information. A total of 148 organizations were listed.

In 1978, the number of programs concerned with economic education, industry-education cooperation and public affairs programs continues to increase. As a service to NAM members, educators and others, this second edition of the Directory has been updated and the number of organizations and activities listed has been increased to 299. Although the Directory does not attempt to provide a listing for every program in the nation, 113 corporations are listed and their educational programs and resources activities have been classified by the following headings: seminars, classroom aids, speakers, employees, public affairs. In addition, 46 business and industry associations, 40 economic education organizations, 28 public policy research, 31 college programs/chairs of private enterprise and 41 other resources are listed.

There are others, and in fact NAM maintains files on all such programs which come to our attention. Those listed in this Directory were chosen to demonstrate variety and to provide diverse geographical coverage. We hope this Directory proves useful as a stimulant to increased interaction between business firms and schools and to the sharing of information about corporate education and information programs.

R. Heath Larry
President
National Association of Manufacturers

CORPORATE PROGRAMS AND RESOURCES

AETNA LIFE AND CASUALTY COMPANY

Film Librarian
Public Relations and Advertising
Hartford, Connecticut 06156
(202) 331-0123

FILMS

Money Management and Family Financial Planning. This seven-part film series, with guides, covers *Budgeting, Banking, Credit, Buying, Insurance, Securities and Planning for the Future.* Available on loan in 16mm or ¾ inch videotape cassettes.

The National Economy Quiz. This 27½ minute film (or ¾ inch videotape cassette) developes an understanding of basic economic principles and seeks to motivate individuals to think about contemporary economic problems. A companion film guide contains the film's quiz which can be reproduced to test viewer knowledge prior to showing.

ALABAMA POWER COMPANY

Craig Battles
Community Services Director
P.O. Box 2641
Birmingham, Alabama 35291
(202) 323-5341

SPEAKERS BUREAU

Alabama Power operates a Speakers Bureau on many diverse subjects. The following speech titles have particular relevance to economic education and our political system: *This is our Problem: American Heritage and Responsibility; Alabama Power and the Nuclear Age; A Family's Concern with Solid Waste.*

CLASSROOM AIDS

Several 16mm films are available: *Endless Chain* (the delicate balance of nature); *Noise: Polluting the Environment; Atomic Power Today: Service with Safety;* and *The Industrial Revolution: Beginning in the United States.* A Teacher's Guide is available.

ALTON BOX BOARD COMPANY

Blair A. Hellebush
Vice President
401 Alton Street
Alton, Illinois 62002
(618) 463-6000

PUBLIC AFFAIRS

Half Hour a Day For the U.S.A. The purpose of the Alton program is to encourage employees to vote, participate in the political process, increase their own understanding and communicate to others that private enterprise is important to our way of life.

A participation kit, with tent cards, stickers, logos, and a *Guide for Building a Better America*, is made available to both salaried and hourly employees. One feature is a contest which encourages employees to describe in 50 words or less how an individual can commit *Half Hour a Day For the U.S.A.* and make their actions felt.

AMAX, INC.

Blake Caldwell
Manager, Public Relations
Amax Center
Greenwich, Connecticut 06830
(203) 622-3000

PUBLIC AFFAIRS

The Critical Point, by Ian MacGregor, Chairman, is a 1975 lecture on the relationship of industry and government published by the Foundation for Business Responsibilities, London.

CLASSROOM AIDS

A 12-minute film, *Mining and the Environment*, describes coal land reclamation efforts. *Let's Build a Mine-Henderson*, a 17-minute film describing the development of a $500 million molydbenum mine and its environmental aspects.

SPEAKERS BUREAU

The Corporate Environmental Group based in Denver maintains a Speakers Bureau.

AMERICAN CYANAMID COMPANY

William J. Elliott
Manager, Education Relations
Wayne, New Jersey 07570
(201) 831-1234

SEMINARS

Contemporary Capitalism and the Corporation is a series of 14 seminars on economics and the role of corporations in contemporary society presented to teachers jointly by the firm and the Wayne, New Jersey Board of Education. The seminars utilize corporate executives and educators as faculty.

AMERICAN TELEPHONE & TELEGRAPH COMPANY

Richard W. Arnold
Manager, Educational Relations
195 Broadway
New York, New York 10007
(212) 393-6331

CLASSROOM AIDS

The *Aids to Education* program makes available a wide variety of films, simulation exercises, audio tapes and teacher guides as classroom aids. Topics include career awareness, decision making, science, telephone usage, communications skills and employment opportunities. Information on aids can be obtained from the local Bell Telephone office.

AMWAY CORPORATION

Peter J. Meyers
Education Coordinator
7575 East Fulton Road
Ada, Michigan 49301
(616) 676-6000

DISPLAY

Maintains *Center of Free Enterprise* which contains animated displays, the Freedom Shrine, and various appropriate sculptures. Conducts public tours of various facilities from corporate headquarters. Theatre and tour train help accommodate Amway's 30,000 annual visitors.

SEMINARS

Conducts two-week summer workshop for elementary and secondary teachers and is being piloted in over 30 different cities this summer. Plans for expansion and informational brochures are available upon request. Also holds economic issues forum for teaching community. Forum analyzes economics of current issues.

CLASSROOM AIDS

Offers an extensive (free) list of materials concerning free enterprise economics. Has an audio tape and slide series which describes the economic system. Maintains a Free Enterprise Research Area in Corporate library for use by interested individuals. Furnishes materials for specific economic projects. Conducts a wide-ranging career education program at all academic levels.

AMWAY CORPORATION (Cont.)

EMPLOYEES

Management makes a monthly report to employees on corporate affairs.

THE ANACONDA COMPANY
John R. Gaines
Assistant Corporate Director
of Public Relations
25 Broadway
New York, New York 10004
(212) 422-6300

SPEAKERS

Maintains a Speakers Bureau to serve as a communication medium between management and community groups on the private enterprise system. Typical topics are: *The Function of Business in American Society, Government Relations with Business, The Environment and Natural Resources.*

EMPLOYEES

The employees communications program uses newsletters and bulletins to promote a better understanding of business economics.

ARMSTRONG CORK COMPANY
Eugene Moore, Manager
Corporate Information
Lancaster, Pennsylvania 17604
(717) 397-0611

SEMINARS

In a program known as the Warwick Project, company executives have conducted a series of classroom lectures at local high schools, covering such subjects as advertising, the economy, and how best to prepare for employment in business.

CLASSROOM AIDS

Publishes a special annotated edition of annual report and supplemental quiz as an aid to business education. Both *special edition* report and quiz are available to educators in classroom quantities at no charge.

ASSOCIATED STEEL COMPANY OF HOUSTON
Howard E. Whiteway, President
P. O. Box 9350
Houston, Texas 77011
(713) 926-4401

ADVERTISING

Conducts a media advertising campaign with the theme of *Preserving the Private Enterprise System.*

EMPLOYEES

Writes monthly newsletter entitled *People & Profits* that includes portion on the *Private Enterprise System.* Conducts monthly employee economic awareness programs featuring outside speakers and presentations.

A-T-O, INC.
James Bailey
Director, Public Relations
4420 Sherwyn Road
Willoughby, Ohio 44094
(216) 946-9000

EMPLOYEES

Utilizes a series of payroll stuffers — *Second Thoughts.*

SEMINARS

Sponsors a three-week session for teachers on the basics of the free enterprise system at Lake Erie College. Also sponsors a program utilizing business executives to teach about the free enterprise system to junior and high school students. Hosts a two-day conference for teachers and administrators to discuss ways in which business can help enrich the curricula.

BALL CORPORATION
Vern C. Schrantz
Corporate Secretary and
Director of Public Relations
345 South High Street
Muncie, Indiana 47302
(317) 747-6100

EMPLOYEES

Publishes annual report for employees and conducts a series of four two-hour sessions on economics for employees. The objective of the seminar is to demonstrate how a better understanding of economics can lead to better decision making. The President communicates monthly with employees and stockholders on economic and public policy issues through the corporate magazine. In small group sessions, meets with employees to discuss similar matters.

CLASSROOM AIDS

Provides speakers to schools and community groups to discuss economics related subjects.

BANKERS LIFE
Steven W. Whitehead
Public Relations Assistant
Des Moines, Iowa 50307
(515) 247-5111

CLASSROOM AIDS

Distributes consumer educational materials to schools and the public.

ADVERTISING

Uses newspapers to advertise on relevant public policy issues.

SEMINARS

Participates in the Institute of Life Insurance Businessman in Residence Program.

BAY STATE ABRASIVES
C. S. Duxbury, Jr.
Public Relations Manager
Westboro, Massachusetts 01581
(617) 366-4431

EMPLOYEES

Purchases various publications concerned with the free enterprise system and makes this literature available to employees through an Information Rack program. Additionally, utilizes editorials in employee publications to discuss American business.

SCHOOL RELATED

Conducts plant tours for area schools.

BAY STATE GAS COMPANY
Ms. Judith Pelia
Educational Services
125 High Street
Boston, Massachusetts 02110
(617) 542-9280

SPEAKERS BUREAU

Provides speakers for students and other groups.

CLASSROOM AIDS

Offers a variety of films and filmstrips such as: *Economics of the Energy Problem* (filmstrip), *Money To Burn* (12½ minutes, 16mm), *Careers in a Large Industry* (11 minutes, 16mm). Plus booklets and pamphlets relating to the natural gas industry and the American economic system.

BEECH AIRCRAFT CORPORATION
Bill Robinson, Director
Public Relations
Wichita, Kansas 67201
(316) 689-7111

SPEAKERS BUREAU

Utilizes corporate speakers to discuss the role of aviation in the free enterprise system.

EMPLOYEES

Articles by management are placed in employee publications emphasizing various economic principles.

SCHOOL RELATED

Staff visits area high schools to discuss jobs and career education. Conducts two week long experience-based career education program.

BERGSTROM PAPER COMPANY
James S. Haney
Assistant Secretary and
Public Affairs Director
Bergstrom Road
Neenah, Wisconsin 54956
(414) 725-3011

EMPLOYEES

Management club meets monthly to discuss industry and business trends. Holds a series of employee dinners at which management reports to employees.

BERGSTROM PAPER COMPANY (Cont.)

SCHOOL RELATED

Conducts plant tours for the public and schools and discusses information about the environment and recycling

CHANNING L. BETE INC.
Gerald F. Croteau
Marketing Director
45 Federal Street
Greenfield, Massachusetts 01301
(413) 774-2301

EMPLOYEE AND SCHOOL RELATED

This corporation publishes a series of scriptographic economics booklets with overhead viewgraphs: *About the Nature of Economics; About Man's Economic Wants; About the U.S. Market System; About Money and Banking; Public Enemy #1—Inflation; and That's What America's All About.*

BETHLEHEM STEEL CORPORATION
Richard F. Schubert
Vice President
Bethlehem, Pennsylvania 18016
(215) 694-2424

ADVERTISEMENTS

Conducts issue oriented advertisements.

SPEAKERS BUREAU

Maintains a Speakers Bureau within a 25-mile radius of plant communities.

EMPLOYEES

Conducts an economic awareness program which utilizes discussion sheets for management conferences, posters, table tent cards, quiz and information cards, an employee annual report and *Nine Minutes Plus*, a series of issue-oriented videotape messages. Utilizes company publications such as *Bethlehem Review* for key messages.

CAMERON IRON WORKS
Otis Horton, Ph.D.
Manager, Marketing Services
P. O. Box 1212
Houston, Texas 77001
(713) 683-2211

SCHOOL RELATED

Conducts plant tours for high school and college groups. Participates in the annual Houston Job Fair and distributes films on the corporation.

SPEAKERS

Utilizes business executives to speak on college campuses.

THE CARBORUNDUM COMPANY
William J. Gallagher
Manager, Public Relations
Carborundum Center
Niagra Falls, New York 14302
(716) 278-2000

ADVERTISEMENTS

Conducted a six-month television and newspaper advertising program to inform the public that corporate profits are 5 cents of every sales dollar.

CAROLINA MILLS, INC.
Mrs. Ruth Cansler
Public Relations
P. O. Box 157
Maiden, North Carolina 28650
(704) 428-9911

SCHOOL RELATED

Personnel participate in career day programs and teach about textiles. Conducts plant tours for students and distributes audio-visual aids to area schools.

EMPLOYEES

Conducts classes for supervisors to develop better understanding of the company and their role in the industry. Distributes various pamphlets and publishes articles in employee publications about the company's economic circumstances. Annual report is distributed to each employee.

CATERPILLAR TRACTOR COMPANY
Bryan DeHaan, Manager
Public Affairs
Peoria, Illinois 61629
(309) 675-4872

SEMINARS

Corporate executives lecture at Bradley University as part of the course titled *Seminar in the Modern Corporation*. Course objectives are to allow an intensive study of a multi-national corporation, its policies and its executives; to help students understand the problems of the corporation and its executives; to help corporate managers understand the views of students and to provide a speaker for business-student dialogue.

CLASSROOM AIDS

In conjunction with the Illinois Council on Economic Education published *The World Economy and Multi-National Corporations*, a teachers handbook. Available at $2.00 each. Write to Box 14302, Dayton, Ohio 45414.

CENTRAL ILLINOIS PUBLIC SERVICE COMPANY
William R. Voisin
Public Information
607 East Adams
Springfield, Illinois 62701
(217) 523-3601

FILMS

Distributes films to schools and civics clubs on economics such as *The Day Business Stood Still* and *It's Everybody's Business.*

SPEAKERS BUREAU

Who Profits From Profits, and *Business Needs a Cheering Section* are slide illustrated speeches pointing out the need for support of private enterprise.

EMPLOYEES

Meetings are held with all employees to explain the company's annual report.

SEMINARS

Conducts management seminars for college students upon request.

CHANNELLOCK, INC.
George S. d'Arment, President
Meadeville, Pennsylvania 16335
(814) 336-1175

SEMINARS

Cooperates with local high school guidance personnel on seminars.

SCHOOL RELATED

Provides plant tours to acquaint students with the world of work.

CITICORP
399 Park Avenue
New York, New York 10022
(212) 559-1000

SHAREHOLDERS

Distributes *Citiviews* quarterly to stockholders. Contains viewpoints on policy issues affecting the public interest. Frequently reproduces *Citiviews* as newspaper advertisement.

COASTAL STATES GAS CORPORATION
5 Greenway Plaza, East
Houston, Texas 77046
(713) 627-3700

EMPLOYEES

Conducts economics and issue oriented seminars for employees.

CONSOLIDATED EDISON COMPANY OF NEW YORK, INC.
Robert O. Lehrman
Vice President, Public Affairs
4 Irving Place
New York, New York 10003
(212) 460-2587

CUSTOMERS

Distributes customer bulletins on a wide range of economic topics.

CLASSROOM AIDS

Makes available a wide range of educational aids on energy conservation, gas, careers, electricity, consumer education and the environment.

CONSOLIDATED PAPERS, INC.
Daniel P. Meyer
Director, Public Affairs
231 First Avenue, North
Rapids, Wisconsin 54494
(715) 422-3111

SCHOOL RELATED

Conducts tours of paper mills and research facilities and maintains a Speakers Bureau; makes corporate facilities available for use in cooperative programs with the University of Wisconsin.

CONTINENTAL GROUP

Holmes Brown, Director Public Relations
633 Third Avenue
New York, New York 10017
(212) 551-7000

SEMINARS

Offers a course in economics to classroom teachers in plant communities. The same course is offered at the University of Illinois (Chicago) and Case University. These courses utilize corporate executives lecturing on marketing, manufacturing, multinational corporations, and business community relationships.

In cooperation with the College of Business Administration at the University of South Carolina, a pilot program for teachers is being developed to be conducted statewide via closed circuit television. Offers a comprehensive manual with guidelines for introducing and operating this course.

Developed a special course on the economic system for Congressional staff and regulatory agency personnel at American University. Corporate executives from leading corporations are guest lecturers. A variation of this course is being developed for graduate schools of journalism and members of the working press.

SCHOOL RELATED

Offers film, *Conducting A Plant Tour.*

CONTINENTAL OIL COMPANY

Sam M. Poole, Coordinator
Speaker Services
P. O. Box 2197
Houston, Texas 77001
(713) 955-1042

SPEAKERS BUREAU

Conducts Speakers Bureau activities utilizing over 500 corporate personnel.

CLASSROOM AIDS

Makes a variety of films available to high schools and colleges.

ADOLPH COORS COMPANY

Rosa M. Bunn, Manager
Department 733
Golden, Colorado 80401
(303) 279-6565

EMPLOYEES

Project Confidence—conducts an awareness program on free enterprise for employees. Program involves use of banners, posters, table tents, carrying information on the economic system and rules for participating in slogan and essay contests. Employees were asked to write on *What the American Business System Means to Me.* Various brochures were mailed to the employees homes every week.

SEMINARS

The program was extended to the public through a series of town meetings in which the speaker called for support of the American economic system.

CROUSE-HINDS COMPANY

Albert O. Halstead
Vice President, Community
and Governmental Affairs
Syracuse, New York 13201
(315) 477-4000

SEMINARS

In cooperation with the state education department, helps with inservice training program for high school teachers who spend one or two weeks at the corporation and participates with other area firms in an industrial orientation seminar for high school guidance counselors.

CLASSROOM AIDS

Makes available various booklets to school on pollution, drugs and energy conservation.

DALLAS POWER AND LIGHT COMPANY

Donald H. Wilson
Advertising Department
1506 Commerce Street
Dallas, Texas 75201
(214) 747-4011

SPEAKERS BUREAU

Operates a Speakers Bureau to help inform the public about energy.

CLASSROOM AIDS

Distributes educational aids dealing with the environment and conservation.

DART INDUSTRIES, INC.

James O. Lindberg
Corporate Group Vice President
Public Affairs and Material Support
P. O. Box 3157
Terminal Annex
Los Angeles, California 90051
(213) 658-2000

EMPLOYEES

Employee Economic Information - conducts an employee communications program to provide personnel with a better foundation of business understanding. The program utilizes bulletin boards, payroll stuffers, cafeteria placemats, pamphlets, cartoons and a *buzz the brass* telephone line to get direct answers from the front office staff.

Instrumental in establishing the *Center for the Study of Private Enterprise* at the Graduate School of Business Administration, Davidson Conference Center, Room 210, University of Southern California, Los Angeles, California, 90007. The Center has produced a 146-page *Procedures Guide.*

DEERING MILLIKEN
J. W. Green
Personnel Consultant
Spartanburg, South Carolina 29301
(803) 573-2354

SPEECH

What's Happening to Free Enterprise, slide presentation adaptable to 25 or 45 minutes.

DELMARVA POWER AND LIGHT COMPANY
William M. Metten, Jr.
Manager, Community & Public Relations
800 King Street
Wilmington, Delaware 19899
(302) 429-3595

SEMINARS

Business executives participate in teacher's in-service course *The Free Enterprise System—How It Works in Delaware.* The course is sponsored by the Delaware chapter of Americans For the Competitive Enterprise System. The course is taught at various corporate sites and the instructors are executives of Delaware companies.

DILLEY MANUFACTURING COMPANY
Robert D. Dilley, President
211-215 East 3rd Street
Des Moines, Iowa 50309
(515) 288-7289

EMPLOYEES

Economic Facts of Life—are short economic education and public policy messages distributed to employees. Also sells these items to others.

DoALL COMPANY
Jon Henricks, Vice President
Corporate Affairs
254 North Laurel Avenue
Des Plaines, Illinois 60016
(312) 824-1122

CLASSROOM AIDS

Offers free materials and services to help promote the understanding of economic and political considerations vital to the functioning of our democracy.

SLIDES

The Free Enterprise Crusade is a one-half hour slide presentation focusing upon free enterprise principles. Suitable for employees or the general public.

DOW CHEMICAL COMPANY
Carl Shafer, Project Manager
Public Affairs Department
2030 Dow Center
Midland, Michigan 48640
(517) 636-4730

CLASSROOM AIDS

Makes available a variety of economics-oriented films and booklets for use by area schools, community groups and employees. *Man's Material Welfare* a 16mm film has received wide distribution.

SEMINARS

Sponsors a business contest for junior high school students in Dow plant communities and participates in various campus industry dialogues and summer economic education workshops for teachers. Sponsors free enterprise contest for college students of 20 Michigan colleges in cooperation with National Leadership Methods of Austin, Texas.

EMPLOYEES

Conducts several 2-6 hour workshops for different groups of employees, emphasizing free market economics and over-regulation by government. Newsletters, publications and closed circuit video are used to highlight issues facing business.

PUBLIC AFFAIRS

Each corporate division has newsletter highlighting public policy issues.

EATON CORPORATION
Richard S. Stoddart
Director, Communications
100 Erie View Plaza
Cleveland, Ohio 44144
(216) 523-5000

SPEAKERS BUREAU

Business Speaks Out. Handout pamphlets support speech topics: *Business, People and Profits, Why is Productivity Important?* and *Business and Its Contribution to the Community.*

THE ECONOMICS PRESS, INC.
John L. Beckely
12 Daniel Road
Fairfield, New Jersey 07006
(201) 227-1224

EMPLOYEES

This corporation produces payroll inserts — *Chestnuts — Freshly Roasted.* Published monthly. Lists facts and opinions against big government and socialism. Points out reasons why free enterprise is the best system for everyone.

E. F. HUTTON
Mrs. Jean Patterson
One Battery Park Plaza
New York, New York 10004
(212) 742-5000

SPEAKERS BUREAU

Over 100 brokers are available to discuss the economic system.

ELI LILLY AND COMPANY
George N. Whitelaw
Community Relations Associate
Indianapolis, Indiana 46206
(317) 636-2211

SEMINARS

Participates in a program of the Indiana Chamber of Commerce in cooperation with Wabash College to acquaint students with the business world, business' contribution to American society and the potential of the free market system. The *Opportunities L.A.B.* (Learn About Business) is offered twice each summer. Business leaders participate as consultants and in informal discussion periods.

EMPREL, INC.
Theodore E. Fore, President
2000 S. W. 5th Avenue
Portland, Oregon 97201
(503) 226-6850

EMPLOYEES

This company produces *Two-Minute* leaflets which can be used as envelope stuffers. This material can be used by itself or as a support for other programs. Topics include profit, inflation, productivity, employment, growth, prosperity, capitalists, and income taxes. Available only through selected state manufacturing/business associations. Emprel will provide name and address of state association.

EXXON COMPANY, U.S.A.
J. J. Graham, Manager
Public Affairs Department
P. O. Box 2180
Houston, Texas 77001
(713) 221-3636

SPEAKERS

Some Thoughts on Economic Freedom and Responsibility — Randall Meyer, President and the *Assault on Private Enterprise*, M. A. Wright, Chairman. Both speeches detail the responsibility of businessmen to do something about the erosion of individual freedom.

CLASSROOM AIDS

Publishes *The Energy Fact Book, Exxon Publications Library For College Reference and The Exxon Film Library.*

EMPLOYEES

Uses employee publications to communicate the benefits of the private enterprise system.

FEDERAL-MOGUL
David T. Schneider
Manager, Public Relations
P. O. Box 1966
Detroit, Michigan 48235
(313) 354-7700

SEMINARS

Participates in a program *Classrooms in Industry* which seeks to assist school personnel in better understanding the economic community and utilizing business and industry resources in the school curriculum.

FEDERAL-MOGUL (Cont.)

EMPLOYEES

Encourages first line supervisors to participate in Western Illinois University program entitled *Comparative Economics and the Free Enterprise System.*

FIRESTONE TIRE AND RUBBER COMPANY
Vernon A. Langille
Plant Community Relations
Department of Public Relations
1200 Firestone Parkway
Akron, Ohio 44317
(216) 379-7000

EMPLOYEES

Business and the Economic Facts of Life for You — a series of brief messages explaining economic concepts. Distributes annual report for employees.

SEMINARS

Business Education Dialogues — a company executive visits high school classroom.

SPEAKERS BUREAU

Operates a Speakers Bureau for schools and universities.

PUBLIC AFFAIRS

Publishes *Firestone Washington Report*, a monthly appraisal of legislative, regulatory and executive actions of interest to the company. Operates a Constituency Contact Program which provides key members of management information, legislative analysis and encourages contact with legislators.

FLICK-REEDY CORPORATION
Frank Flick, President
7NO15 York Road
Bensenville, Illinois 60106
(312) 766-3400

EMPLOYEES

Maintains a company library for employees with various books emphasizing private enterprise, limited government and American history.

CLASSROOM AIDS

Created an audio-visual (filmstrip) course and supporting materials entitled *Two Worlds* describing a free society versus regimented societies. This 24-part audio-visual program covers *Human Progress, Founding of the United States, Communism, Socialism, Economics* and *Citizenship.* These are four filmstrips for each area.

FLORIDA POWER AND LIGHT COMPANY
John H. Francis, Jr., Vice President
Corporate Communications
P. O. Box 013100
Miami, Florida 33101
(305) 552-3552

CLASSROOM AIDS

Provides multi-media filmstrips, teacher's guide and 16mm films for kindergarten through 12th grade in economic education. Program includes special publication of five booklets on the Economics of

FLORIDA POWER AND LIGHT COMPANY (Cont.)

American History (*World War II and After; Prosperity and Depression; Corporate Growth and the American Economy; The Growth of the American Economy; and The American Economy Today*).

EMPLOYEES

Uses internal publications to communicate with employees on corporate circumstances, general economic conditions and how these will affect employees.

GENERAL ELECTRIC COMPANY

E. J. Clark, Manager
Educational Communications Program
3135 Easton Turnpike
Fairfield, Connecticut 06431
(203) 373-2211

PUBLIC AFFAIRS

Publishes position statements on public policy issues and distributes speeches by key corporate executives to thought leaders.

EMPLOYEES

Utilizes company publications for communicating with employees. Publishes Career Education News to encourage employees to get involved in career education.

CLASSROOM AIDS

Publishes career guidance advertisements; reprints of these ads are made available to guidance counselors as posters; distributes career education booklets entitled *Planning Your Career; So You Want to Go to Work; What's It Like to Work in the Business World; What's It Like to be an Engineer; What's It Like to be a Technician.* Conducts Educators in Industry programs in 20 plant communities.

GENERAL MOTORS CORPORATION

C. A. Francke
Director, Education Systems
and Program Services
Public Relations Film Library
3044 West Grand Boulevard-Room 1-101
Detroit, Michigan 48202
(313) 556-5000

CLASSROOM AIDS

Fences and Gates — a 28-minute, 16mm sound/color film and *The Climber*, 26 minutes. Both deal with the profit motive and free enterprise.

SCHOOL RELATED

Corporate personnel support career education programs by providing materials, appearing as classroom speakers and arranging plant tours.

EMPLOYEES

The booklets *Productivity and Profit* and *What Do You Know About that Dollar Bill in Your Billfold?* Are available from Saginaw Steering Gear Division.

SHAREHOLDERS

Utilizes dividend mailings to shareholders to discuss policy issues such as the effect of inflation on purchasing power.

GENERAL TELEPHONE AND ELECTRONICS CORPORATION

George P. Royall, Jr.
Manager, Special Projects
1 Stamford Forum
Stamford, Connecticut 06904
(203) 357-2000

EMPLOYEES

Conducts a company-wide program for increasing employee understanding. Program is a series of discussion group meetings on economic issues affecting the company and the employee. Meetings utilize a short audio-visual presentation followed by directed discussion. Handout materials are utilized. Issues covered include *The Capital Crunch* and a Few Key Solutions and *Inflation — What Can We Do About It.* In addition, company newspapers and other internal media incorporate these materials in special articles.

A discussion leaders guide is prepared on each issue and presents all the information needed to conduct a meeting.

GEORGIA PACIFIC CORPORATION

Public Information Department
900 S. W. 5th Avenue
Portland, Oregon 97204
(503) 222-5561

SPEAKERS

Isn't It Time For a Peaceful Uprising? and *A Resource More Valuable than Oil.* Two speeches by R. B. Pamplin, Chairman.

CLASSROOM AIDS

Publishes *Progress in Matters of Public Concern* which discusses the forest industry, the environment, wild life and recycling.

GETTY OIL COMPANY

John Cygil
Public Relations Represenative
3810 Wilshire Boulevard
Los Angeles, California 90010
(213) 381-7151

SPEAKERS BUREAU

Maintains a formal Speakers Bureau and provides corporate executives with pattern speeches to assist them with background information on such topics as divestiture, offshore oil, natural gas and the encroachment of government on the private enterprise system.

GLOBE-UNION, INC.

John J. Gaube
Professional Placement Coordinator
5757 North Greenbay Avenue
Milwaukee, Wisconsin 53201
(414) 228-1200

SEMINARS

The company participates in *Expansion of Educational Experiences*, a career education oriented project of the Milwaukee public schools. Publications concerning technical and non-technical fields are available.

GOODYEAR TIRE AND RUBBER COMPANY

Howard A. Tolley, Manager
Community Relations
1144 East Market Street
Akron, Ohio 44316
(216) 794-2121

SCHOOL RELATED

An Investment in Knowledge describes the programs supported by Goodyear designed to foster a better understanding and appreciation of our economic system among elementary, secondary and college students.

Endows Chair of the Executive Professor of Business Administration at The University of Akron and Kent State University.

HERSHEY FOODS CORPORATION

Kenneth L. Bowers
Director, Public Relations
Hershey, Pennsylvania 17033
(717) 534-4200

SEMINARS

In cooperation with the local school system, developed a 45 classroom hour, inservice course for teachers entitled *The Consumer, Business and Government.*

HOBART CORPORATION

W. G. O'Callaghan, Jr.
Manager, Public Affairs
Administration
World Headquarters Building
Troy, Ohio 45374
(513) 335-7171

EMPLOYEES

Utilizes ad-type copy on the back cover of PEOPLE, the company's employee publication. Publishes articles such as *Business Is People, Too* in internal publications. Publishes annual report to employees in plant newspapers.

SPEAKERS BUREAU

In-depth executive training program in economic education with the objective of establishing a speakers bureau of Hobart executives.

SEMINARS

Organized and sponsors economic education program for area teachers. Organized and participated in a full week of economic education activities (focusing on legislative issues) at the local vocational high school.

HOUSEHOLD FINANCE CORPORATION

Joyce E. Bryant, Vice President
Director of Money Management Institute
2700 Sanders Road
Prospect Heights, Illinois 60070
(312) 564-5000

CLASSROOM AIDS

Publishes *MMI Memo* newsletter, produces and distributes educational filmstrips and booklets on consumer education, personal finance and money management.

HUSKY OIL COMPANY

C. R. Rice, Manager
Employee Relations
P. O. Box 380
Cody, Wyoming 82414
(307) 587-4711

SEMINARS

Conducts a 60 class hour (for college credit) course *Introduction to Business* as part of a summer school and work program for students. The course is coordinated with the local high school and community college. Local businessmen participate as instructors and provide jobs for the students.

ICI UNITED STATES, INC.

Robert F. Toomey
Director, Public Relations Dept.
Wilmington, Delaware 19897
(302) 575-3000

SPEAKERS

Conducts a campus Speakers Bureau. Speeches are tailored to undergraduate audiences, but can be upgraded for presentation to graduate seminars. Talks cover a broad range of subjects and include issues such as air pollution, government relations and careers.

SCHOOL RELATED

Offers tours of chemical research and development laboratories to high school and college groups and loans films concerned with chemicals, medicine and technology.

INGERSOLL MILLING MACHINE COMPANY

Henry Ortland, Personnel Director
707 Fulton Avenue
Rockford, Illinois 61101
(815) 987-6000

EMPLOYEES

Sponsors a Saturday Economics Institute for supervisors. The Institute consists of six one-hour sessions utilizing college economics professors. Held various lectures for interested employees in economic matters.

SCHOOL RELATED

Executives participate in *Project Business* with Junior Achievement, teaching economics in local schools.

INTERLAKE, INC.

Dee Engler
Public Relations
310 South Michigan Avenue
Chicago, Illinois 60604
(312) 986-6600

CLASSROOM AIDS

What's to Become of Uncle Sam's Supersystem?, a 16mm film on the free enterprise system.

INTERNATIONAL PAPER COMPANY

William R. Pollert
Director, Communications
220 East 42nd Street
New York, New York 10017
(212) 490-6021

EMPLOYEES

Publishes *Perspective* for managers. The series sets forth some of the issues, criticisms and answers to concerns of the company. Examples are recycling and solid waste, land use and forest management, international trade, tax incentives and capital formation. The purpose of *Perspective* is to familiarize employees with facts and arguments surrounding the major economic issues impacting on the company and the economy.

SCHOOL RELATED

International Paper Company Foundation sponsors awards program for exemplary teaching of economics. The program is administered through the Joint Council on Economic Education.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

David H. Kiernan
Director, Public Relations
320 Park Avenue
New York, New York 10022
(212) 752-6000

ADVERTISEMENTS

Company publishes ads in magazines and selected newspapers reporting contributions to the quality of life.

PUBLIC AFFAIRS

Holds grass roots meetings at state level with the press and business leaders. Sponsors a key issues lecture series at different universities. 1978 series has been published in a book, *Accounting for Multinational Enterprises*.

SPEAKERS BUREAU

Conducts a formal Speakers Bureau.

S. C. JOHNSON & SON, INC.

Raymond Farley
Executive Vice President
1525 Howe Street
Racine, Wisconsin 53403
(414) 554-2000

EMPLOYEES

Employees are shown *Profits at Work*, a slide presentation by the Chamber of Commerce of the United States, and *Increasing Productivity*, a movie produced by National Educational Media, 15250 Ventura Boulevard, Sherman Oaks, California, 91403.

KEMPER INSURANCE COMPANIES

Deborah Taylor, Community Relations Supervisor
Long Grove, Illinois 60049
(312) 540-2000

SPEAKERS

The company provides tours and speakers programs for high school students and teachers. Speaking topics cover career opportunities and the company philosophy. Copies of talks given by executives are distributed to opinion leaders in education and government.

CLASSROOM AIDS

Super Boards is a slide presentation which explains what corporations are, how they operate and what problems they face. Makes available a guide explaining insurance in lay terms, company annual report and explanatory supplement.

EMPLOYEES

Conducted Economic Awareness Program which included random sampling of employee knowledge of economics. Subsequently, eight essays appeared in employee magazine covering topics such as unemployment, inflation, profits, price regulation and consumers. These articles were supported by posters, bulletins and various audio-visual presentations.

KENNECOTT COPPER CORPORATION

Edwin E. Dowell, Director
Public Relations
161 East 42nd Street
New York, New York 10017
(212) 687-5800

ADVERTISEMENTS

Utilizes newspaper ads to point out the benefits produced by business and industry. Radio spots focus on the importance of copper to an industrial society.

EMPLOYEES

Newsletters and magazines published to communicate with employees. To supplement written communications with employees, closed-circuit television provides a timely cross-section of division news about employees, events and plant operations. Called the *PEP Report* (*an acronym for Productive Employees Prosper*) it uses a TV news format to provide a forum for company spokesmen, top management and rank-and-file employees to be seen and heard.

SPEAKERS BUREAU

Speakers Bureau program for civic, social, political and education groups.

SCHOOL RELATED

Special tours of mining areas. As part of package, slide shows given depicting the historic significance of area, current mining operations and the impact of mining on the local economy and the nation. Museum depicts the importance of mining in the local area.

KOHLER COMPANY
James W. Harff
Director, Public Affairs
Kohler, Wisconsin 53044
(414) 457-4441

CLASSROOM AIDS

Makes available to educational institutions. Environmental Portfolio, a 16-minute color motion picture (Stressing freedom of choice).

KRAFTCO CORPORATION
Paul D. Colitti
Kraftco Court
Glenview, Illinois 60025
(312) 998-2000

EMPLOYEES

Your Right to Know, an employee economic information program. Leader's guides are provided to help supervisors and managers respond to questions from employees at sessions devoted to discussing the annual report. Utilizes quarterly earnings bulletins and employee annual report. *Kraft Commentary*, quarterly publication discussing economic and financial issues.

Conducts an audio-visual program, *The Profit Game*, for supervisors to provide economic and financial information.

LADISH COMPANY
George C. Bitters
Vice President, Industrial
and Public Relations
Cudahey, Wisconsin 53110
(414) 747-2611

SCHOOL RELATED

Provides plant tours for high school teachers and student groups. Company representatives participate in local career day activities.

EMPLOYEES

Distributes literature on economics and the business system to all employees once a month and uses company magazine to discuss issues relating to the company and the economy.

LIBERTY NATIONAL BANK AND TRUST COMPANY
Willis J. Wheat
Senior Vice President
Liberty Tower
100 Broadway
Oklahoma City, Oklahoma 73125
(405) 231-6000

ADVERTISEMENTS

Let's Talk Business, a mass media communications program in support of the private enterprise system. Materials consist of newspaper ads, television and radio spots, slide presentation materials, bulletin board posters, statement stuffers and other materials. Materials can be purchased as a package or individually. Current emphasis is on *5's for Oklahoma Teachers*, an awards program to recognize outstanding economic education practices by the individual teacher.

LONE STAR GAS COMPANY
Consumer Communications
301 South Harwood Street
Dallas, Texas 75201
(214) 741-3711

SPEAKERS BUREAU

Provides informative programs within geographical area of the corporation to civic clubs, schools, colleges and other groups. Typical topics, *Economics Made Easy, Will We Freeze In the Dark?*.

3M COMPANY
Ronald W. Kostka
Program Research and Development
Public Relations Department
3M Center
St. Paul, Minnesota 55101
(612) 733-1110

CLASSROOM AIDS

Publishes a variety of booklets for distribution to schools and universities on multi-national corporations and international trade: *Free Trade Under Fire; America at the Crossroads: Trade or Retrenchment; The Multiple Loyalties of Multi-National Enterprise: Problems and Prospects; What is the Future of Corporations in World Markets.*

EMPLOYEES

Provides a special annual report summary for employees.

SHAREHOLDERS

Excellent series of issue-oriented messages. Previous topics have included: *Corporate Profits, Energy, Taxation* and *Protectionism: A New Threat.*

THE MAYTAG COMPANY
James G. Powell
Supervisor of Employee Communications
Newton, Iowa 50208
(515) 792-7000

EMPLOYEES

Information on company finances, benefits and business related matters is conveyed through a weekly newspaper and a weekly bulletin board newsletter. Similar material is distributed to management employees.

MIRRO ALUMINUM
G. R. Benzschawel
Manager of Personnel
P. O. Box 409
Manitowoc, Wisconsin 54220
(414) 684-4421

EMPLOYEES

Economic information is conveyed through an annual employee report, monthly management group meetings to discuss company developments and payroll stuffers. Company publications are also utilized to present various articles on economics.

MIRRO ALUMINUM (Cont.)

SEMINARS

An annual seminar is held for high school teachers. College students attend special seminars at the plant.

SCHOOL RELATED

Corporate executives visit classrooms to discuss careers, serve on vocational advisory committees, and conduct plant tours for high school and college groups.

MOORMANS MANUFACTURING COMPANY
O. W. Randolph, Manager
Public Relations
1000 North 30th Street
Quincy, Illinois 62301
(212) 222-7100

SEMINARS

Conducts two seminars with area schools and college.

1) *Here's What Makes MoorMans Tick* is a day-long session with teachers designed to acquaint teachers with realistic economic facts.

2) A *Contemporary Business Management Seminar* is a two-day program in which top corporate executives interact with faculty of the Culver Stockton College.

SCHOOL RELATED

Furnishes films to local high schools on economic education.

SPEAKERS BUREAU

Local basis only.

MOTOROLA, INC.
Rose M. Giurato, Communications Coordinator
1303 East Algonquin
Schaumberg, Illinois 60196
(312) 397-5000

EMPLOYEES

About This Business of Yours — a continuing series of vignettes on economic themes which explain how business is run; provides insights into the reality of today's world.

THE NOW CORPORATION
Charles Gold
Vice President, Marketing
22 Brookside Court
East Brunswick, New Jersey 08816

CLASSROOM AIDS

This corporation produces several mini-programs such as *You and Your Economy, You and Your Community Bank* and *Insurance*. Each includes film strip, recording, transparencies, and teacher's guide. Also publishes *You and Your Future*, a magazine about careers.

PACIFIC GAS AND ELECTRIC COMPANY
Robert R. Gros
Vice President, Public Relations
77 Beale Street
San Francisco, California 94106
(415) 781-4211

SPEAKERS BUREAU

Maintains an active Speakers Bureau which participates in classroom presentations and seminars.

ADVERTISEMENTS

Also has developed a *Mobile Energy and Environment* exhibit which is displayed throughout their services territory.

PEABODY-GALION CORPORATION
Francis J. Waite
Group Director, Employee
Relations
835 Hope Street
Springdale, Connecticut 06907

SPEAKERS

Reproduces speeches by executives— *Another Look at Profits* and *Damn Business?*, by Allen W. Drew, President.

CLASSROOM AIDS

To Keep the World Alive is an 18-minute film clip dealing with the need for a cleaner land, air and water environment.

PHILLIPS PETROLEUM COMPANY
Richard G. Robinson
Senior Public Relations Representative
4A3 Phillips Building
Bartlesville, Oklahoma 74004
(918) 661-4974

ADVERTISEMENTS

Television commercials point out benefits of the system. Prints available to be shown in other communities.

CLASSROOM AIDS

American Enterprise is a series of five, 30-minute, 16mm sound/color films on the nation's economic history: *Land, People, Innovation, Organization,* and *Government.* Distributed by Modern Talking Pictures, 2323 New Hyde Park Road, New Hyde Park, New York, 11040.

SPEAKERS

Maintains a speakers bureau for colleges and civic groups.

PIGGLY WIGGLY SOUTHERN, INC.
Fisher L. Barfoot
Vice President, Marketing
P. O. Box 569
Vidalia, Georgia 30474
(912) 537-4113

CLASSROOM AIDS

Free Enterprise — a 14-minute, 16mm color documentary film.

PORTLAND GENERAL ELECTRIC COMPANY
Keith Loeffler, Manager
Educational Services
121 S. W. Salmon Street
Portland, Oregon 97204
(503) 226-8333

SCHOOL RELATED

Company conducts tours of several of its hydroelectric projects and makes available various films concerning electricity, atomic energy and the energy challenge. Works with area teachers to develop classroom materials.

CLASSROOM AIDS

Makes available several brochures on careers and the electric generating industry, plus classroom programs (slides/lectures) on energy topics.

THE PROCTER & GAMBLE COMPANY
Jean Learn, Supervisor
Educational Services
P. O. Box 599
Cincinnati, Ohio 45201
(513) 562-1100

CLASSROOM AIDS

Offers various supplemental educational materials to schools: *Consumer Choice — The Driving Force of a Market Economy*, examines the basic economic principles used to develop, manufacture and market a product. *Consumer Advertising — The Communications Link Between Buyer and Seller* is an in-depth examination of how advertising is practiced and how it benefits the consumer. Available at cost, $7.00. *Is Anybody Listening?*, a 16mm film, explores the process by which a consumer products company listens and responds to the wants and needs of the American consumer. Available from Modern Talking Pictures, 2323 New Hyde Park Road, New Hyde Park, New York, 11040.

SPEAKERS

Distributes copies of speeches made by top executives; *Views on Corporate Responsibility*, by Edward G. Harness, Chairman of the Board.

REXNORD
John Bartels
Director, Public Affairs
P. O. Box 2022
Milwaukee, Wisconsin 53201
(414) 384-3000

EMPLOYEES

Conducts a five-part employee program concerned with 1) government relations; 2) encouragement of employee participation; 3) political and economic education; 4) community socio-political problem solving; and 5) government-business planning. Program utilizes seminars and workshops, outside speakers, film and videotapes, newsletters and bulletins.

SEMINAR

Conducts six-week Teacher Program for social studies and english teachers. Teachers work with administrative, research, finance, engineering employees to gain increased understanding.

REYNOLDS SECURITIES, INC.
W. Barnard Murphy
Regional Vice President
Candler Building, Suite 404
127 Peachtree Street, N.E.
Atlanta, Georgia 30303
(404) 577-9393

SEMINAR

Invest in Your City. This program in cooperation with industrial firms is a financial fair to educate and inform the public about the workings of the private enterprise system. Programs have been conducted in Dallas, Houston, Phoenix, Tucson and Atlanta.

JOSEPH T. RYERSON & SON
W. T. Hensey, Jr.
Executive Assistant
P. O. Box 8000—A
Chicago, Illinois 60680
(312) 762-2121

SCHOOL RELATED

Makes available detailed plans and evaluation criteria for Teacher Work/Learn program utilized by this corporation and adopted by other businesses.

SEARS ROEBUCK AND COMPANY
Ms. Terry J. Finlayson
Director, Consumer Information Services
Sears Tower
Chicago, Illinois 60684
(312) 875-2500

SCHOOL RELATED

Student Economic Awareness Rap Sessions — includes an informal discussion to supplement classroom economics and guided tour of a company unit.

CLASSROOM AIDS

Our Economic System — Essays and Teacher's Guides. (Reprints of 12 advertisements sponsored by the Business Roundtable in the Reader's Digest.)

SHELL OIL COMPANY
B. G. Scrimpshire
Supervisor, Writers Editorial Services
One Shell Plaza
P. O. Box 2463
Houston, Texas 77001
(713) 220-3827

PUBLIC AFFAIRS

Publishes a series of *Shell Reports* dealing with offshore oil, recovery, solar energy, etc. Also publishes series of energy newsletters covering energy related matters. Publishes updates on legislation and important legislative proposals.

SHELL OIL COMPANY (Cont.)

SPEAKERS

Distributes speeches by major executives such as *Leadership for Progress: Ethical Challenges for the Chemical Industry"* and *White Hats and White Coats: An Industry View of Toxic Substances* by Jack B. St. Clair, President, Shell Chemical Company.

CLASSROOM AIDS

Loans films covering a broad range of subjects including science, geography, social welfare and the petroleum industry.

SMITHKLINE CORPORATION

William L. Grala, Vice President
Public Affairs
1500 Spring Garden Street
Philadelphia, Pennsylvania 19101
(215) 854-5149

PUBLIC AFFAIRS

Issues for Action. This is a program consisting of letters, commentaries and speech reprints by Robert F. Dee, Chairman of the Board, on current public policy issues. The publications are mailed quarterly to employees, shareholders, legislators, business and opinion leaders nationwide, and others who have a self-interest in the future of this corporation. The messages cover a wide range of public policy issues with general consumer appeal.

SOUTHERN CALIFORNIA EDISON COMPANY

Edward A. Myers, Jr.
Vice President
P. O. Box 800
Rosemead, California 91770
(213) 572-2001

CLASSROOM AIDS

Makes available a sizeable variety of educational films, programs and literature covering timely subjects such as conservation, electrical safety, career education, economics of energy, load management, etc. Provides an annual catalogue of current teaching resources with recommendations for appropriate educational levels.

SPEAKERS BUREAU

Provides speakers for seminars, symposiums and panel discussions on energy, conservation/load management, utility economics and environmentally oriented topics.

EMPLOYEES

Offers information programs for employees on issues such as utility rates, research and development projects and understanding the American economic system.

STANDARD OIL COMPANY OF CALIFORNIA

W. K. Morris
General Manager, Public Relations Department
225 Bush Street
San Francisco, California 94104
(415) 894-7700

SEMINARS

Conducts forums with students and university faculty.

CLASSROOM AIDS

Operates a free loan film service to schools. Films cover energy, the oil industry, the environment, science and economic education.

Also distributes printed materials including technical bulletins to schools and vocational education classes. *The Story of Oil* provides information on the oil industry, energy conservation and economic education.

STANDARD OIL COMPANY (INDIANA) AND AMOCO SUBSIDIARIES

Public Affairs, Mail Code 3705
Post Office Box 5910
Chicago, Illinois 60680
(312) 856-4749

CLASSROOM AIDS

The Kingdom of Mocha, and *The Mochans*, 16mm animated sound/color films about basic economic concepts, available through Modern Talking Picture Service. Teacher's guide plus 10-student activity sheets available at $2 from Amoco Teaching Aids, P.O. Box 1400K, Dayton, Ohio, 45414.

Free pamphlets: *It's a Great System*, reviews the competitive market system and how it works. *Freedom of Choice*, discusses 10 economic freedoms. *Basic Economic Concepts*, reviews seven concepts.

Teachers Information booklets: *Oil in Depth*, a 32-page story of petroleum exploration and production. *Catalysts and Crude*, a 24-page story of petroleum refining.

Information sheets: Economic Education Seminar Outline for 12 or 14-week course.

SPEAKERS BUREAU

VOICE (Volunteer Oil Industry Communications Effect), a volunteer speakers program for selected audiences at civic clubs, schools, colleges, and professional organizations.

STANDARD OIL OF OHIO
Richard M. Donaldson
Vice President, Government
and Public Affairs
Midland Building
Cleveland, Ohio 44115
(216) 575-4141

SEMINARS

Conducts forums with university facility. Corporate executives participate in business executive in residence programs.

SPEAKERS

Maintains Speakers Bureau principally for appearances before school audiences.

CLASSROOM AIDS

Distributes films and study materials for use in secondary schools.

SUN COMPANY, INC.
J. F. Shearer
Manager, Economics
Information Service
1608 Walnut Street
Philadelphia, Pennsylvania 19103
(215) 972-2000

PUBLIC AFFAIRS

Sponsors a *Responsible Citizenship Program* to increase the involvement of employees in the political process. Fifty local councils have been formed with over 5,000 members. Publishes the Sun Public Affairs newsletter to communicate with various constituents.

CLASSROOM AIDS

Sam's Song: The Legacy of a Free Economy and *Business Money* are 13½-minute, 16mm films with Teacher's Guides. Distributed by Modern Talking Pictures, 2323 New Hyde Park, New Hyde Park, New York, 11040.

SHAREHOLDERS

Conducts a formalized shareholders information program which includes communications and meetings in different cities.

SUNDSTRAND
R. V. Harris
Manager, Economic
Information
1401 23rd Avenue
Rockford, Illinois 61101
(815) 226-7858

EMPLOYEES

Conducts a 10-hour program which stresses how productivity, profits, government, etc. impact on the employee. Handouts are used for each session.

TEXACO, INC.
Robert E. Hoxie
Special Projects Supervisor
2000 Westchester Avenue
White Plains, New York 10650
(914) 253-4000

PUBLIC AFFAIRS

Where Texaco Stands is issued as required to reflect the corporate position on current policy issues. Included in publication for employees and stockholders special booklet *Your Letter to Washington* (to encourage letters to government officials); distributes various economics-related articles.

SPEAKERS BUREAU

Bureau numbers several hundred employees with activity in each state. Primarily energy related but includes private enterprise and economics.

THE TIMKEN COMPANY
D. E. Eagon, Jr.
Public Relations Manager
1835 Dueber Avenue, S.W.
Canton, Ohio 44706
(216) 453-4511

ADVERTISEMENTS

Utilizes 30 and 60-second radio spot announcements on profits and free enterprise.

EMPLOYEES

Company publications cover topical economic issues. Produces employee annual report.

SPEAKERS

Maintains a Speakers Bureau of corporate executives and technical specialists to speak to civic organizations, schools and colleges.

SEMINARS

Participates in a local community resources workshop program designed to provide area school teachers with a better understanding of the economic system and industry's role in it.

SCHOOL RELATED

Conducts plant and office tours in connection with these workshops as well as with other groups.

CLASSROOM AIDS

Distributes printed material and films to educational institutions.

TRW, INC.
Harrison R. Johnson
Director, Employee Communications
23555 Euclid Avenue
Cleveland, Ohio 44117
(216) 383-2121

EMPLOYEES

Offers a seven-class course in the U.S. economic system to employees and spouses with the teaching faculty selected from college or university in the area of the company facility sponsoring the course. The course is held in the evening on employee time, on-site or off-site at a local college classroom, or occasionally on company time with attendance restricted to employees.

UNION CARBIDE CORPORATION
Engle D. Southard
Associate Manager
Issues Program
270 Park Avenue
New York, New York 10017
(212) 551-2345

EMPLOYEES

Publishes *Some Basic Facts of Business Economics* as part of an employee-community information program.

PUBLIC AFFAIRS

Summarizes key public policy issues and corporation's position on them. Publishes *Perspectives on Critical Economic, Social and Political Issues* — speeches by corporate executives.

ADVERTISING

Utilizes newspapers to communicate to the public on policy issues such as energy and international trade.

CLASSROOM AIDS

What Can You Make From Energy?, a program for middle and junior high school students. Includes teacher's guide, two wall charts and 12 spirit duplicating masters. Available from Community Communications Department.

UNITED STATES STEEL CORPORATION
Jerry D. Brooks
Manager, Educational Services
600 Grant Street, Room 781
Pittsburgh, Pennsylvania 15230
(412) 433-6901

EMPLOYEES

One-day economic seminar based on several *case studies* is used for new management employees.

ADVERTISEMENTS

Using the theme *What Makes America Work?*, magazine advertisements featured answers by prominent Americans.

UNITED TELECOMMUNICATIONS
Forrest J. Eherenman
Assistant Vice President
P. O. Box 11315
Kansas City, Missouri 64112
(913) 384-7341

EMPLOYEES

Everyday Economics — a videotape series for employees.

THE UPJOHN COMPANY
Phillip C. Carra
Public Relations Associate
320 Portage Street
Kalamazoo, Michigan 49001
(616) 382-4000

SEMINARS

Sponsors the Business Academic Dialogue program involving representatives from the business community as well as faculty and students from four local institutions of higher learning. The program is an ongoing series of small discussion group meetings. It was designed to encourage better understanding between the business and academic communities by providing a forum for the exchange of ideas, identification of shared values and examination of possible cooperative contributions to society.

UTAH POWER AND LIGHT COMPANY
J. L. Schumaker
Public Affairs Manager
1407 West North Temple Street
Salt Lake City, Utah 84116
(801) 350-3535

CLASSROOM AIDS

Distributes to all Utah schools *Energy and Man's Environment*, a course of study on energy.

Has an Energy-Environment Simulator available for school use.

SPEAKERS

Maintains a Speakers Bureau of senior supervisors to appear before civic groups, high schools and universities.

VIRGINIA ELECTRIC AND POWER COMPANY
Donald B. McCammond
Vice President
700 East Franklin Street
Richmond, Virginia 23261
(804) 771-3000

CLASSROOM AIDS

Educational services program provides supplemental teaching aids in the form of films, literature and multi-media kits. Subject areas covered include principles of electricity, environmental impact and energy choices for the future.

WARNER SWASEY COMPANY
C. D. Hatch
11000 Cedar Avenue
Cleveland, Ohio 44106
(216) 368-5000

ADVERTISEMENTS

Forty years of editorial message advertisements in national magazines.

WASHINGTON WATER POWER COMPANY
R. Harold Anderson
Manager, Employee Information and
Special Activities
P. O. Box 3727
Spokane, Washington 99202
(509) 489-0500

CLASSROOM AIDS

Conducts a film distribution program covering energy resources, Americanism and economics—films in the latter group are *Freedom 2000, Real Security, Tree of Economic Life,* and *The Price of Freedom* — a 15-minute color-animated film report on how free enterprise started, causes of inflation, and your part in the system.

WESTERN ELECTRIC COMPANY
N. J. Rubin
Educational Relations Manager
222 Broadway
New York, New York 10038
(212) 571-6078

SEMINARS

Sponsors seminars involving business executives and university faculty/students, such as *Perspective on the '80s for Graduates of the '70s* with Smith and Mt. Holyoke Colleges, and *Strengthening Communications Between the Concerned Shareholder and the Corporation* with Bryn Mawr. Participates in executive in residence programs. Sponsors seminars with college administrators.

SCHOOL RELATED

Operates a Shared Experience program in which a college student and an adult practitioner, such as a pre-law student and a lawyer or a political science major and a state senator, work together throughout the academic year.

WESTINGHOUSE ELECTRIC CORPORATION
Gateway Center Westinghouse Building
Pittsburgh, Pennsylvania 15222
(412) 225-3800

SEMINARS

Campus America utilizes young professional engineers and scientists to open dialogue with college students on nuclear power and to generate pro-nuclear media coverage. Program has toured 15 states and 85 campuses.

WHEELABRATOR-FRYE, INC.
Alyce J. Collier
Educational Services
299 Park Avenue
New York, New York 10017
(212) 832-2200

CLASSROOM AIDS

Publishes annual report for your people. Intended for age group 11-14.

WHIRLPOOL CORPORATION
Robert E. Wilson
Corporate Manager, Communication
Administrative Center
U. S. Highway 33 North
Benton Harbour, Michigan 49022
(616) 926-5000

EMPLOYEES

Has developed a seven film and group discussion program of economic awareness for use with employees. *Trade Offs* is the introduction to the economic system. *Lead Time* covers investment. *Returns* covers return on investment. *Laws* relates the growth of government to taxes and prices of products. *Cycles* covers the causes of inflation and recession. *Jobs* defines productivity. *Trade* covers international finance and exchange. The films and discussions are supported by handout material.

ECONOMIC EDUCATION ORGANIZATIONS AND PROGRAMS

THE ADVERTISING COUNCIL, INC.

E. J. Stapleton, Project Director
825 Third Avenue
New York, New York 10022
(212) 758-0400

The AD Council is a non-profit organization through which business, advertising and the communications industries contribute their skills and resources to promote voluntary citizen actions in solving national problems. A three to five-year communications campaign to improve economic understanding has been initiated. Communications will seek to stimulate requests for the booklets, "The American Economic System and Your Part in It" and "Productivity and Your Part In It." Publishes newsletter, *Economic Communicator*.

AMERICAN ECONOMIC FOUNDATION

Mrs. Diana Clark, Chairperson
51 East 42nd Street
New York, New York 10017
(212) 687-5330

This 27-year old organization specializes in creating simplified economics messages. Publishes various editorials, newsletters and the book, "HOW WE LIVE" based on the Ten Pillars of Economic Wisdom. Sponsored the Hall of Free Enterprise at the New York World's Fair 1964-65. Provides materials and consultive services.

AMERICAN FREE ENTERPRISE ASSOCIATION

Ralph Morris, Executive Director
5525 Wilshire Boulevard
Los Angeles, California 90036
(213) 383-0392

Publishes *Impact* monthly. Its purpose is to predict the economic consequences of events on private enterprise; inform policymakers in business and government; informs news editors, researchers, students and libraries. Plans to add a four-page economic education section for high schools and colleges. Subscription rate $15 annually.

AMERICAN FREE ENTERPRISE PRODUCTIONS

George J. Rogers, President
P. O. Box 161
Grand Central Station
New York, New York 10017
(212) 697-9166

Specializes in developing an "Operating Report for Employees" based on the corporate annual report. "The Summer of 1776", a feature film and discussion program, describes how and why Americans have produced more in 200 years than anyone else.

AMERICAN INSTITUTE OF ECONOMICS

William P. McKee, President
P. O. Box 136
New Wilmington, Pennsylvania 16142
(412) 946-2301

Founded in 1936, the Institute provides education and research in economics and business for participating schools and businesses in Pennsylvania and Ohio. Its programs are designed to improve citizen, voter, and employee understanding of economics; to provide more awareness of business problems; and to communicate the benefits of the free enterprise system. "Economics for Teachers" seminars are held. In addition, economic education workshops are sponsored for business people and community leaders.

AMERICANISM EDUCATIONAL LEAGUE

Edward S. Rankin, Executive Director
P. O. Box 5986
Buena Park, California 90622
(714) 828-5040

A tax exempt foundation established in 1927. It conducts a pro-American, anti-socialist campaign on behalf of the free enterprise system. Publishes brief tracts such as "Economic Controls — A Costly Failure", Robert M. Bleiberg; "How to Stop Inflation", Leonard E. Reed; and "National Economic Planning: A Disaster", Henry Hazlitt.

AMERICANS FOR THE COMPETITIVE ENTERPRISE SYSTEM

National Office
1169 Suburban Station
Philadelphia, Pennsylvania 19103
(215) 564-3504

The ACES program operates principally in New Jersey, Pennsylvania and Delaware. The purpose is to illustrate clearly and factually the operation of the free enterprise system. Programs are conducted for junior and senior high students and include basic economics, plant visitation and classroom seminars with a representative of industry. Other program activities are conducted for teachers, clergy and college students.

AMERICA'S FUTURE, INC.

R. K. Scott, President,
542 Main Street
New Rochelle, New York 10802
(914) 633-6000

Organized in 1946 as a nonprofit educational organization in support of free enterprise and constitutional government. Programs include a weekly radio commentary *Behind the Headlines*, syndicated newspaper columns, textbook evaluation, a weekly newsletter, books and pamphlets. A recent pamphlet is *Free Enterprise: The Road to Prosperity*.

BUSINESS COMMUNICATIONS COUNCIL OF HAWAII

P. O. Box 2990
Honolulu, Hawaii 96802
(808) 548-6611

This non-profit organization has been in operation since 1976 to inform residents of Hawaii of the importance of business to their lives. The program includes "Hotline", a live talk show of business executives answering questions about business and several television spots of business executives talking about profits. Operates a speakers bureau and economic education seminars for editors of corporate publications.

BUSINESS ECONOMIC EDUCATION FOUNDATION

Robert H. Kaitz, Executive Director
S298, Griggs Midway Building
1821 University Avenue
St. Paul Minnesota 55104
(612) 221-0465

B.E.E.F. is a non-profit public foundation offering a curriculum of practical business-economics to schools as a free service. The foundation serves as a clearing house between schools and business firms arranging for business classroom presentations and student visits to businesses. It also conducts an intern program placing students in managerial settings.

CAMPUS STUDIES INSTITUTE

Theodore B. Loeffler, President
11722 Sorrento Valley Road
P. O. Box 9355
San Diego, California 92109
(714) 755-9761

CSI was initiated in 1969. Its goal is to create on campus an open marketplace of ideas on issues which are fundamental to maintaining an open society. Its first program was a series of direct mail pieces sent to college students. Current programs include "The Incredible Bread Machine" and a movie by the same title (32 minutes, color, 16mm); "Libra Colony" — a new film about a colony in outer space; Simulated Political Societies (SimPoSoc); in-service seminars for teachers, student seminars, faculty and student opinion surveys, and publishes "The Occasional Review", an academic journal, and "Ink."

CENTER FOR BUSINESS INFORMATION

Elaine S. Cincak, Executive Director
90 Madison Street
Worcester, Massachusetts 01608
(617) 754-9425

The non-profit Center was founded in 1938 as the Committee on Business Information. The Center endeavors to define the true meaning of the American Business System of Competitive Enterprise and its importance in the World of Work. "Community Dynamics" dramatizes the internal operations of local business and industry and emphasizes career development potentials. In-service training for Worcester area teachers is provided.

CENTER FOR THE DEFENSE OF FREE ENTERPRISE

Gregory R. McDonald, Executive Director
1601 114th S.E., Suite 178
Bellevue, Washington 98004
(206) 455-5038

The Center is a tax-exempt foundation formed in 1976 to publish and disseminate information about the principles of free enterprise and to relate those principles to contemporary society. Publishes "The Private Sector" newsletter. Conducts free market seminars and runs advertisements in various college newspapers. Packets of materials are forwarded to those who respond.

CENTER FOR LIBERTARIAN STUDIES

Walter E. Grinder, Executive Director
200 Park Avenue, South
Suite 911
New York, New York 10003
(212)533-6600

The Center was created to research and advance the science of liberty. It is an outgrowth of a series of Libertarian Scholars Conferences begun in 1972. Publishes the Journal of Libertarian Studies and distributes to university libraries; conducts a Summer Fellows program in free market economic studies; sponsors seminars on a variety of topics and publishes "In Pursuit of Liberty" — a newsletter about the Center.

CENTURY III FOUNDATION

Arthur I. Melvin
One Free Way
Oak Brook, Illinois 60521
(312) 654-3000

Conducts seminars for students, teachers, business, labor and others which focus on basic ideas associated with universal human values, personal freedom, profit, productivity, human rights and property rights.

THE CHARLES EDISON MEMORIAL YOUTH FUND

David R. Jones, President
2121 P Street, N.W.
Suite 222
Washington, D. C. 20037
(202) 659-9122

This tax-exempt educational foundation works to instill an understanding and respect for the free enterprise system in the minds of young leaders. Sponsors the Institute on Comparative Political and Economics Systems at Georgetown University each summer. Holds journalism conferences and numerous free enterprise seminars and business briefings for college students.

DEVELOPMENT COUNSELORS, INC.

L. C. Michelon
One Public Square, Suite 810
Cleveland, Ohio 44113
(216) 696-1555

Has produced Free Enterprise Economics, a program of nine 16mm color films and accompanying personal study guides. A Teachers Guide/ Discussion Leaders Guide is available. Film titles include: "America, An Economic Oasis"; "The Anatomy of Free Enterprise"; "How to Increase Productivity — Resources"; "How to Increase Productivity — Methods"; "Inflation's Everybody's Problem"; "Profits, Capital Equipment and Economic Programs"; "Who Profits From Profits"; "How to Meet and Beat Competition"; and "Competitive Prices in Action".

ECON-ED FOUNDATION

Gordon L. Austin, Executive Director
8155 University Avenue
La Mesa, California 92041
(714) 464-4151

The Foundation was formed based on activities of the La Mesa Chamber of Commerce. Its purpose is to promote better understanding of the free enterprise economic system and its importance to a free society. The nonprofit Foundation conducts student field trips and economic seminars, has a speakers bureau, and is developing teacher in-service seminars, employee and adult seminars. It is designing a unit of economic study utilizing local business executives.

ECONOMIC ECOLOGY, INC.

Cal Hollis, President
Holly Haven Farms
Houston, Delaware 19954
(302) 422-7724

This is a nonprofit educational organization which publishes an 81-page softbound book, *You Can Do It*, a simply written compilation of 16 essays to stimulate junior high student discussion about the free enterprise system. Distribution efforts are supported by Ruritan National and Kiwanis International. Recognizes individuals who have made a contribution to understanding free enterprise with a *Fellow In Free Enterprise* award.

ECONOMIC EDUCATION FOUNDATION FOR CLERGY

Alan Ettman, Executive Director
1000 16th Street, N.W.
Washington, D.C. 20036
(202) 638-1186

This tax-exempt foundation was founded in 1959. Sponsors economics seminars in several states for clergymen of all faiths. Seminar speakers include professional economists, business, labor and agriculture representatives.

ECONOMIC EDUCATION AND RESEARCH FORUM
Robert Myer, Executive Director
135 South LaSalle Street
Suite 2140
Chicago, Illinois 60606
(312) 736-9734

This is a non-profit organization devoted to the promotion of free markets, limited government and principles of free enterprise. Works through seminars to help business executives, the media and others understand the free enterprise system. Monthly economic "Bulletin" blends free market theory and practical applications.

ENTERPRISE AND EDUCATION FOUNDATION
William Witte, Director
Suite 906
Two Allegheny Center
Pittsburgh, Pennsylvania 15212
(412) 231-6500

The purpose of this organization is further understanding of the concept of private enterprise and its relationship to our economic system. Has developed in cooperation with school officials a high school level, 10 unit course, *Private Enterprise Market System*, includes Learner's Lessons and Teacher's Manuals, for school districts in Allegheny County, Pennsylvania. A special teacher orientation program has been developed.

FOUNDATION FOR ECONOMIC EDUCATION, INC.
Dr. Leonard E. Read, President
Irvington-on-Hudson, New York
(914) 591-7230

This nonpolitical, nonprofit educational champion of private property, the free market, the profit and loss system and limited government was established in 1946. Conducts special weekend seminars, graduate level political economy seminars for social studies teachers and others. Publishes *Freeman*, a monthly journal of ideas on liberty.

FOUNDATION FOR RESEARCH IN ECONOMICS & EDUCATION
J. Clayburn La Force, Executive Director
1100 Glendon Avenue, Suite 1625
Los Angeles, California 90024
(213) 478-7735

This tax-exempt foundation was created in 1970 to improve the teaching of economics and the use of economic analysis. Programs include summer workshops for pre-college teachers, research workshops, fellowship programs for graduate study in economics and research into the political economy of mass communications. Produced *The People on Market Street*, a series of seven films in economics for secondary school students. Titles are: "Scarcity and Planning", "Cost", "Demand", "Supply", "Market Clearing Price", "Wages and Productions", and "Property Rights and Pollution". Distributed by Walt Disney Films.

FOUNDATION FOR TEACHING ECONOMICS
Charles A. Foster, President
4600 Bank of America Center
555 California Street
San Francisco, California 94104
(415) 421-6615

The non-profit Foundation, organized in 1975, promotes a more thorough knowledge of our economic system. The Foundation supports the creation of teaching materials for elementary and secondary students and teachers. It is publishing a junior high-school textbook on "Production", developing one on "Consumption" and is working on a fourth-grade course about the "Economics of Production".

FREEDOM'S FOUNDATION AT VALLEY FORGE
Robert W. Miller, President
Valley Forge, Pennsylvania 19481
(215) 933-8825

Founded in 1949, the Foundation is a nonprofit, nonpolitical education institution. Its purpose is to create and build an understanding of the spirit and philosophy of the Constitution and Bill of Rights and of our indivisible bundle of political and economic rights inherent to them. Conducts graduate credit workshops for teachers, promotes a broad program of incentive awards, and provides on-site library and research facilities.

FUTURE BUSINESS LEADERS OF AMERICA
Edward D. Miller, Executive Director
P. O. Box 17417-Dulles
Washington, D. C. 20041
(703) 860-3334

FBLA has approximately 7,000 chapters and including Phi Beta Lambda, the college level division, has 200,000 members. The purpose of the organization is to give students an opportunity to learn about the business community, how it functions and where they might fit. Since 1975 has promoted Project Awareness — a billboard advertisement supporting free enterprise. In 1977, with support from Amoco, inaugurated the "Business Advocacy" program as one of the club's competitive events.

INDUSTRIAL INFORMATION INSTITUTE, INC.
Don E. Westenbarger, Director
6219 Market Street
Youngstown, Ohio 44512
(216) 758-2339

This organization was founded in 1947 to increase communications between industry and the general public. Conducts graduate economics workshop for teachers; arranges plant tours; maintains a film library; conducts a variety of science, energy and economics seminars for students.

INSTITUTE FOR FREE ENTERPRISE EDUCATION
Dr. Donald G. Scott, President
220 Carillion Tower East
13601 Preston Road
Dallas, Texas 75240
(214) 424-7920

This four-year old non-profit educational organization seeks to foster a better understanding of competitive free market economics through examination of its Biblical basis and identification of the principles applicable to contemporary problems. Publications include: "Free Enterprise Economics", "How to Succeed in Business", and "Economics: Principles and Policy".

INSTITUTE FOR PUBLIC AFFAIRS RESEARCH
Andrew E. Jacobs, Jr., Executive Director
516 S. E. Morrison Street, Suite 710
Portland, Oregon 97214
(503) 233-6582

IPAR is a nonpartisan, nonprofit community agency founded in 1969. Its purpose is to help students better understand the economic and governmental processes of their community. Works with educators to help identify, organize and schedule community resources people and facilities to meet the needs of classroom teachers and students. Conducts in-service training for teachers, sponsors Career Day and developed educational land use planning programs.

INVEST IN AMERICA NATIONAL COUNCIL

Louis G. Milione, Executive Director
117 S. 17th St.
Philadelphia, Pennsylvania 19103
(215) 568-7311

This is a nonprofit educational organization started in 1950 to increase public understanding of the role of voluntary savings in stimulating economic growth and freedom. Its basic aim is to preserve the free enterprise system. Conducts summer teacher training programs at 28 universities.

INVEST IN AMERICA NORTHERN CALIFORNIA COUNCIL, INC.

Ivy Lee, Jr., Executive Director
235 Montgomery Street
San Francisco, California 94104
(415) 781-3282

The Council works with high schools in northern California and western Nevada to emphasize the role of savings and business profits and the need to develop a better understanding of economics and our business system. Programs include articles in school newspapers and oratorical programs carried out in cooperation with Junior Achievement and the California High School Speech Association. One student project involves press conferences for editors of high-school newspapers with business and civic leaders. *Consumer Economics Forums* are held for teachers in cooperation with school systems, universities, and business organizations.

NOTE: Not connected with the Invest In America National Council, Inc.

JOINT COUNCIL ON ECONOMIC EDUCATION

Michael MacDowell, President
1212 Avenue of the Americas
New York, New York 10036
(212) 582-5150

The JCEE is a nonprofit educational organization formed in 1949 to improve the quality and increase the quantity of economics taught in the schools and colleges. The medium for implementation is a network of 54 affiliated state and local councils and 122 campus-based economic education centers. Programs include workshops for teachers, curriculum development, experimentation and research in teaching and materials development. Publishes the *Journal of Economic Education* and several newsletters.

JUNIOR ACHIEVEMENT, INC.

Richard Maxwell, President
550 Summer Street
Stamford, Connecticut 06901
(203) 359-2970

JA is a business education and training program principally for high school students. Five programs are conducted: (1) Achievers run miniature companies from capitalization to liquidation. (2) Applied management combines practical and theoretical economic education activities for college students. (3) "Project Business" is a one semester accredited economic education program. (4) Economic awareness is a program for providing information to students, teachers, parents and working people. (5) Job education provides part-time jobs for university students. Publishes "Dateline" and initiated a Hall of Fame for Business Leadership.

NATIONAL 4-H FOUNDATION

Grant A. Shrum, Executive Director
7100 Connecticut Avenue
Chevy Chase, Maryland 20015
(301) 656-9000

The major mission of this 28-year old foundation is to complement the 4-H youth programs of the Cooperative Extension Service. Operates a residential conference facility where junior and senior high school students participate in "Citizenship and Government" and "American Heritage" programs. In 1974 a program in economic education—"Choice and the Citizen"—was initiated.

NATIONAL FOUNDATION FOR CONSUMER CREDIT

Robert E. Gibson, President
1819 H Street, N.W., Suite 510
Washington, D.C. 20006
(202) 223-2040

The Foundation seeks to foster a better understanding of consumer credit through programs of education, research and counseling. The educational program "Using Our Credit Intelligently" is a classroom teaching unit. Sponsors teacher's workshops and conducts economic research, analyzing the effect of consumer credit on families, communities, production of goods and services, jobs in industry, business cycles, and the national economy. Publishes quarterly newsletter, "Member's Bulletin".

NATIONAL LEADERSHIP METHODS

Robert T. Davis, President
500 West 13th
Austin, Texas 78701
(512) 477-9487

Develops free enterprise programs for students at high school and college level. "Students In Free Enterprise" is a competitive program involving students from over 200 colleges. Competition is judged on innovative and effective programs for projecting the positive side of free enterprise on campus and in the community. "Operation Door Knob" is a non-partisan educational program for youth involvement in the political process.

NATIONAL SCHOOLS COMMITTEE FOR ECONOMIC EDUCATION, INC.

Morgan S. A. Reichner, President
143 Sound Beach Avenue
Old Greenwich, Connecticut 06879
(203) 637-4548

This is a nonprofit, tax-exempt education organization founded in 1953 for the purpose of researching and developing aids and materials to help school teachers teach the fundamental principles underlying the American economic system and the traditional values of which this system is a part. Cooperates with school systems in conducting teacher institutes. Distributes movies, filmstrips and printed materials. *American Way '76*, a program for grades 4 through 9, consists of filmstrips, cassettes, teacher's guide and student workpapers.

OPERATION ENTERPRISE

P. O. Box 88
Hamilton, New York 13346
(315) 824-2000

This organization is affiliated with the American Management Association. This two-week program started in 1963. Its major purpose is to provide an opportunity for high school and college students to learn about leadership and management principles from successful leaders.

TEXAS BUREAU FOR ECONOMIC UNDERSTANDING

Dr. Leon B. Blair, Executive Director
1139 Parkway Central Bldg.
611 Ryan Plaza Drive
Arlington, Texas 76012
(817) 265-0852

This organization is over 25 years old. Its programs are directed toward creating an appreciation of what America has and how it got it. Works closely with schools, college and universities. Publishes a newsletter, books and pamphlets, financially supports 11 American Heritage programs. Utilizes cash incentives for developing programs which support the private enterprise system.

RESEARCH AND PUBLIC POLICY

ACU EDUCATION AND RESEARCH INSTITUTE

M. Stanton Evans, Chairman
600 Pennsylvania Avenue, S.E.
Washington, D.C. 20003
(202) 546-1710

A tax exempt 501(c)(3) educational organization devoted to advancing greater awareness and understanding of America's traditional values. Conducts symposia for Capitol Hill interns, publishes "Issues in Brief", plus other studies on specific public policies. In 1977, established a National Journalism Center to train journalism student interns in the fundamentals of media work within a context of traditional values.

AMERICAN ENTERPRISE INSTITUTE FOR PUBLIC POLICY RESEARCH

William J. Baroody, Jr., President
1150 17th Street, N.W.
Washington, D.C. 20036
(202) 296-5616

This non-partisan, publicly-supported research and educational organization was established in 1943. Its purpose is to assist thought leaders — scholars, businessmen, policymakers, the press — and the public by analyzing public policy proposals. Approximately 75 studies are published each year. Areas of concentration are economics, government, law and foreign policy. Also conducts Roundtable Discussions which are taped and made available to radio and television stations. Regular publications include: *Regulation* and *Public Opinion*.

AMERICAN INSTITUTE FOR ECONOMIC RESEARCH

James T. Gibbs, Director
Great Barrington, Massachusetts
(413) 528-1779

A non-profit research organization which was founded in 1934. Funding is derived from several thousand members. Publishes a weekly "Research Report" and a monthly "Economic Education Bulletin".

CATO INSTITUTE

Edward H. Crane, III, President
1700 Montgomery Street
San Francisco, California 94111
(415) 433-4316

This public policy research foundation's purpose is to broaden public policy debate through sponsorship of programs designed to assist both the general public, students, and those directly involved in public policy decision making. It pursues these objectives through film, *Inquiry* magazine, seminars in political economy for students, faculty, professionals civic leaders and research reports.

CENTER FOR RESEARCH IN GOVERNMENT POLICY AND BUSINESS

Prof. Karl Brunner, Director
Graduate School of Management
University of Rochester
Rochester, New York 14627
(716) 275-3396

The Center was established in recognition of the impact of governmental policy on business and the realization that business must not only learn to live with these policies, but must take an active part in formulating them. In addition to the publication and dissemination of public policy research studies, the Center conducts conferences and seminars on policy issues, and current economic trends in cooperation with the Center for the Study of Public Policy, Carnegie-Mellon University.

CENTER FOR THE STUDY OF AMERICAN BUSINESS

Murray L. Weidenbaum, Director
Washington University, Box 1208
St. Louis, Missouri 63130
(314) 863-0100

This Center was established in 1975 to study the role of the private system and to deepen the understanding of that role through teaching, research and publication. Major research includes: an examination of the consequences of government regulation on the private enterprise system. Publications include formal and informal working papers.

CENTER FOR STUDY OF PUBLIC CHOICE

James M. Buchanan, General Director
Virginia Polytechnical Institute & State University
Blacksburg, Virginia 24061
(703) 951-6000

This research center was established in 1969. Its program links the disciplines of economics and political science by applying economic methods of inquiry to problems of political decision-making. Research concentrates on analyzing the institutional structure of government to better understand and thereby affect economic decision-making by government. The Public Choice Society publishes "Public Choice" and conducts seminars.

COMMITTEE FOR ECONOMIC DEVELOPMENT

Robert C. Holland, President
477 Madison Avenue
New York, New York 10022
(212) 688-2063

This 35-year old organization seeks to bring about increased understanding of leaders in business, government and education through objective research, informed discussion and recommendations for private and public policies. Publishes statements on National Policy.

THE COMMITTEE FOR MONETARY RESEARCH & EDUCATION, INC.

Mrs. Elizabeth Bricker Currier
Executive Vice President
P. O. Box 1630
Greenwich, Connecticut 06830
(203) 661-2533

CMRE is a non-profit educational and research institution established in 1970. It is devoted to increasing the public's understanding and awareness of the monetary processes and of the role which a healthy monetary system plays in a free society. It supports research on monetary problems affecting the stability of the U.S. dollar and disseminates the results through publication of a series of "Monetary Tracts" and books. Also conducts a Monetary Conference annually. Developed in cooperation with South Carolina Educational TV the series "The Seven Sides of Inflation".

THE CONFERENCE BOARD

Kenneth A. Randall, President
845 Third Avenue
New York, New York 10022
(212) 759-0900

This is an independent, nonprofit business research organization. Its purpose is to promote prosperity and security by assisting in the effective operation and sound development of voluntary productive enterprises. Publishes business economic information such as: *Current Economic Trends, Road Maps of Industry* and *Business Outlook*.

THE DIEBOLD INSTITUTE FOR PUBLIC POLICY STUDIES, INC.
430 Park Avenue
New York, New York 10022
(212) 755-0400

This is an operating foundation established in 1968. The Institute seeks to serve as a link between the public and private sectors on matters of public policy. The Institute focuses on institutional and structural mechanisms needed to preserve the vitality of private enterprise and enhance its contribution to public life. Conducts seminars which bring academics, business and government executives together to discuss policy issues; maintains a quarterly research review of ongoing research; conducts research on impact of technological advances.

ECONOMIC INSTITUTE FOR RESEARCH & EDUCATION
Fred Glahe, President
3870 Cloverleaf Drive
Boulder, Colorado 80302
(303) 443-1716

This is a relatively new research foundation which engages in economic analysis of policy issues and problems. Publishes and distributes studies.

ETHICS AND PUBLIC POLICY CENTER
Ernest W. Lefever, Director
1211 Connecticut Avenue, N.W.
Washington, D.C. 20036
(202) 857-0595

Established in 1976, the Center has undertaken a program of research, writing, publications and conferences designed to encourage reflective debate on major domestic and foreign policy problems. Programs include four study areas: churches, schools, media and corporations.

THE FISHER INSTITUTE
Sherrill E. Edwards, President
12810 Hillcrest Road
Dallas, Texas 75230
(214) 233-1041

This non-profit educational and research organization was founded in 1977. Its purpose is to encourage and facilitate the understanding and teaching of pure theoretical economics. Emphasis is placed on the ability of the free-market system to provide for the conduct of human affairs with efficiency and equity. Two publications due in the fall of 1978.

THE FRASER INSTITUTE
V. J. Raybould, Publications Advisor,
626 Bute Street
Vancouver, British Columbia
Canada V6E 3M1
(604) 688-0221

This is an independent, nonprofit federally chartered Canadian research and educational organization that has as its objective the redirection of public attention to the role of competitive markets in providing for the well-being of Canadians. Publishes studies in paperback form which are sold in commercial outlets.

THE HERITAGE FOUNDATION
Edwin J. Feulner, Jr., President
513 C Street, N. E.
Washington, D.C. 20002
(202) 546-4400

This is a tax-exempt, public policy research foundation which publishes policy research in a variety of formats such as Issue Bulletins, Backgrounders, Policy Studies Series, Communique (the monthly newsletter) and Policy Review, a quarterly. Also conducts special seminars and the Washington Semester Program for students.

HOOVER INSTITUTION ON WAR, REVOLUTION AND PEACE
W. Glenn Campbell, Director
Stanford University
Stanford, California 94305
(415) 497-2300

Founded in 1919 by the late President Herbert Hoover, this is a center for advanced study and research on domestic and international affairs. Provides fellowships for research scholars. Publishes 30 to 40 studies annually.

INSTITUTE FOR CONTEMPORARY STUDIES
H. Monroe Browne, President
260 California Street
San Francisco, California 94111
(415) 398-3010

The Institute was founded in 1972 to encourage more informed public discussion of economic and social issues. The research and publication program is directed at opinion-makers based on the belief that more informed public discussions of policy issues will strengthen free institutions. Research is published in paperback book form and sold to colleges, students and the general public. Topics have included land use planning, centralized economic planning, energy, tax reform and EEOC performance.

INSTITUTE OF ECONOMIC AFFAIRS
Ralph Harris, General Director
2 Lord North Street
London SWIP 3LB, England
01-799-3745

The Institute was formed in 1957 as a research and educational trust specializing in the study of markets and pricing systems as technical devices for registering preferences and allocating resources. It is nonpartisan and financed by sales of publications and contributions. Publication series includes: Readings in Political Economy; Hobart Papers; Eaton Papers; Research Monographs and Occasional Papers.

INSTITUTE FOR HUMANE STUDIES
Charles G. Koch, Chairman
1177 University Drive
Menlo Park, California 94025
(415) 323-2464

This tax-exempt educational corporation was founded in 1961 to encourage basic research and advanced study for the strengthening of a free society. Its programs included: seminars, fellowships, publications plus long-term programs such as the Center for Independent Education and the Law and Liberty Project.

INSTITUTE ON MONEY AND INFLATION
Howard Segermark, Executive Director
314 East Capitol Street
Suite B-1
Washington, D.C. 20003
(202) 544-1166

The Institute is a publicly supported, non-partisan educational institution dedicated to providing Congress, Congressional staffs, and the American public with research and analyses on monetary policy and inflation. Publishes IMI Bulletin.

INTERNATIONAL CENTER FOR ECONOMIC POLICY STUDIES
Anthony Fisher, Executive Director
20 West 40th Street
New York, New York 10018
(212) 354-4144

The research organization is modeled after the Institute of Economic Affairs of London. It sponsors and publishes scientific studies in a variety of public policy areas. These books and pamphlets are intended for policy makers, interested laypersons and are suitable for textbook use.

INTERNATIONAL INSTITUTE FOR ECONOMIC RESEARCH
William R. Allen, President
Westwood Center, Suite 1625
1100 Glendon Avenue
Los Angeles, California 90024
(213) 478-7735

This publicly-supported, tax-exempt foundation was organized in 1975. Through publications and conferences it distributes and promotes objective applications of elemental analysis to economic and related issues, both domestic and international. The focus is on social efficiency and personal freedom.

LAW AND ECONOMICS CENTER
Henry G. Manne, Director
University of Miami
P. O. Box 248000
Coral Gables, Florida 33124
(305) 284-6174

This Center is devoted to the development of law and economics as integrated disciplines. Uses an academic staff of lawyers and economists to teach, research and sponsor interdisciplinary conferences. Economic Institutes are conducted for law professors, law review editors and federal judges. Public policy research publications include: *The Attack on Corporate America: The Corporate Issues Sourcebook*, occasional papers and the L&EC Memo.

LINCOLN INSTITUTE FOR RESEARCH AND EDUCATION
J. A. Parker, President
1735 DeSales Street, N.W.
Washington, D.C. 20036
(202) 347-7765

This is a new organization which has ideas on free enterprise, middle-class values and public policy goals that would benefit black Americans.

NATIONAL BUREAU OF ECONOMIC RESEARCH, INC.
Martin Feldstein, President
261 Madison Avenue
New York, New York 10016
(212) 682-3190

The Bureau was founded in 1920 as a private, non-profit research center. Centers are located in New York City; Cambridge, Massachusetts; Palo Alto, California; and Washington, D. C. Its objective is to investigate, research, and present to the public important economic facts and interpret them in a scientific and impartial manner. The Bureau has a four-part program consisting of Publications, Conferences, Assisting Policymakers and providing Statistical Data. Government and private policymakers are provided information on all types of economic matters and specific economic surveys and studies are undertaken. Publications include "Explorations in Economic Research". Economic education materials are not supplied to students or teachers.

ROCKFORD COLLEGE INSTITUTE
John A. Howard, Director
Rockford College
5050 East State Street
Rockford, Illinois 61101
(815) 226-4000

This operating division of Rockford College was created in 1976. Its functions include research, seminars and publications. Its purpose is to promote a broader understanding of the nature of liberty; analyze how liberty is related to current issues and assist decision-makers in understanding how their decisions may impede or advance the cause of liberty. Publishes *Chronicles of Culture*, *The Rockford Papers* and *Persuasion at Work*.

THE TAX FOUNDATION
Robert Brown, Executive Director
50 Rockefeller Plaza
New York, New York 10020
(212) 582-0880

This publicly-supported, non-profit organization was founded in 1937 to engage in non-partisan research and public education on the fiscal and management aspects of government. Serves as a national information agency for individuals and organizations concerned with government expenditures, taxation and debt. Maintains affiliation with 37 state taxpayers associations.

BUSINESS/INDUSTRY ASSOCIATIONS

AMERICAN BANKERS ASSOCIATION
Lois Krueger, Administrator
1120 Connecticut Avenue, N.W.
Washington, D. C. 20036
(202) 467-6666

Beginning in 1978, ABA in cooperation with state bankers associations is initiating a public education program in economic education at the local level. Programs involve bankers in the classroom teaching of the practical aspects of banking and economics. This new program is being piloted in Florida and Kansas and includes guidelines for speakers, handout materials and supporting audio-visuals.

AMERICAN COUNCIL OF LIFE INSURANCE
Richard R. Shinn
1850 K Street, N. W.
Washington, D. C. 20006
(202) 862-4000

The Council is a trade association with 400 members from life and health insurance companies. Its Education and Community Services division seeks to improve relations between the business and academic communities. Publishes printed materials and some multimedia kits and programs in the areas of family financial planning and life and health insurance; established a university advisory council to provide communication between the industry and academia; provides teaching guides and curriculum outlines on life and health insurance. Sponsors the Business Executive in Residence program.

AMERICAN FOREST INSTITUTE
June McSwain, Director of Education
1619 Massachusetts Avenue, N.W.
Washington, D. C. 20036
(202) 667-7807

Provides teaching aids — publications, posters, filmstrips, films — for classroom use on forests, forest products and careers in the forestry industry. Write for *American Forest Institute Presents a Guide to Forest Industries Educational Materials*.

AMERICAN IRON AND STEEL INSTITUTE
Thomas D. Patrick, Director of Communications and Education
1000 16th Street, N. W.
Washington, D. C. 20036
(202) 452-7100

This association conducts a "Steel Industry Economics Seminar" for college economists. The "Steel Fellows" program consists of young steel company employees who meet with students. Distributes teaching aids such as the filmstrips "The Iron and Steel Cookbook", "Making Steel with Money" and "Economics of the Environment".

ASSOCIATED INDUSTRIES OF ALABAMA
Gilbert D. Mobley, Executive Vice President
P. O. Box 31005
Birmingham, Alabama 35222
(205) 322-2405

Business executives in several communities go into the classroom and teach economics courses. Operates a speakers bureau.

ASSOCIATED INDUSTRIES OF FLORIDA
Jon L. Sheble, President
P. O. Box 784
203 South Adams Street
Tallahassee, Florida 32302
(904) 224-7173

Encourages members to participate in "Florida Business Forum".

ASSOCIATED INDUSTRIES OF KENTUCKY
S. Rayburn Watkins, President
200 West Chestnut Street
Louisville, Kentucky 40202
(502) 587-0769

Through the AIK Management Institute, promotes the use of "*Two Worlds*" for use with employees and schools. This is a series of 24 filmstrips (including narration and discussion guides) produced by Flick-Reedy Education Enterprises. The six sections of the program are: (1) Human Progress, (2) Founding of the United States, (3) Communism, (4) Socialism, (5) Economics and (6) Citizenship.

ASSOCIATED INDUSTRIES OF MAINE
Ronald E. Colby, III, Executive Director
Two Central Plaza
Augusta, Maine 04330
(207) 623-4568

Conducts a speakers bureau and sponsors regional meetings.

ASSOCIATED INDUSTRIES OF OKLAHOMA
Julius E. Kubier, President
6161 North May Avenue
Suite 217
Oklahoma City, Oklahoma 73112
(405) 842-4427

Operates a speakers bureau. Participates with universities in teacher seminars.

ASSOCIATED INDUSTRIES OF VERMONT
John M. Lindley, Jr.
Executive Vice President
P.O. Box 630
Montpelier, Vermont 05602
(802) 223-3441

Sponsors summer economics education workshop for teachers.

ASSOCIATION OF COMMERCE AND INDUSTRY OF NEW MEXICO
Harold J. Weiler, Vice President Government Affairs
117 Quincy, N. E.
Albuquerque, New Mexico 87108
(505) 265-5847

Provides speakers to any level of school or college audience.

ASSOCIATION OF WASHINGTON BUSINESS
Joe J. King, Public Affairs Director
1414 South Cherry Street
Olympia, Washington 98501
(206) 943-1600

Offers three sessions of a one-week program for high school students. Program covers private enterprise history, how our system works, small businesses, corporations, the state economy, business relationships with labor, government and the public, and careers in business.

BUSINESS AND INDUSTRY ASSOCIATION OF NEW HAMPSHIRE
James G. Roberts, Executive Vice President
540 Chestnut Street
Manchester, New Hampshire 03101
(603) 668-3340

Provides classroom materials for a program of fundamental economic education for grades 4 through 9. The program is "The American Way", produced by the National Schools Committee for Economic Education, Inc. Materials consist of slides, teacher-guides and student work books. Cooperating with State Department of Education to develop a K-12 economics curriculum.

BUSINESS EDUCATION ALLIANCE
Ethel M. Toepel, Executive Director
150 Michigan Avenue
Detroit, Michigan 48226
(313) 964-4000

This non-profit organization is affiliated with the Greater Detroit Chamber of Commerce. Its purpose is to increase understanding and appreciation of free enterprise as a great life style. Conducts economics seminars, workshops and conference for high school and college students, teachers, counselors and school administrators. Provides career education information and conducts business-college faculty meetings. Publishes a monthly newsletter.

THE BUSINESS ROUNDTABLE
G. Wallace Bates, President
405 Lexington Avenue
New York, New York 10017
(212) 682-6370

A continuing interest of the Roundtable is to help create a better understanding of the American economic system. Committees and task forces develop background papers and policy recommendations on business, economic and social issues. These are circulated to members, legislators, and the news media to encourage public discussion. Sponsors seminars for corporate audiences on improving economic communications.

CHAMBER OF COMMERCE OF THE UNITED STATES
Richard L. Lesher, President
1615 H Street, N. W.
Washington, D. C. 20036
(202) 659-6000

Has a variety of programs and materials including "Freedom 2000", a 22-minute animated science fiction treatment of the workings of the free enterprise system and "Economics for Young Americans"—four filmstrips—"The Promise of Productivity", "Profits at Work", "Money Matters", and "Business Means Business About Ecology". Publishes "Contact", a directory of interpreting business programs.

COLORADO ASSOCIATION OF COMMERCE AND INDUSTRY
Raymond A. Kimball, President
1390 Logan Street, Suite 308
Denver, Colorado 80203
(303) 831-7411

Project Confidence, a cooperative business community effort, was launched in February, 1976 with the distribution to members of a kit of materials to (1) determine the level of economic knowledge possessed by wage earners and (2) provide employees with basic information on jobs, profits, taxes and inflation. Other materials encouraged dissemination of key economic facts to consumers, stockholders, legislators, schools and media. Emprel Two-Minute leaflets are used as a follow-up to employee information programs. "Learn About Business" utilizes plant tours, business executives and special interest roundtables to reach educators and students.

COMMUNITY RELATIONS ASSOCIATION
Larkin W. Yates, Executive Director
P. O. Box 453
Decatur, Alabama 35601
(205) 355-8347

In cooperation with Associated Industries of Alabama, Industrial Development Boards (see Huntsville-Madison County Industrial Development Association) and Chambers of Commerce, a variety of programs are sponsored. They include: (1) a one-day economics workshop for high school economics teachers, (2) Project Business—business executives lecture 9th grade students once a week for twelve weeks, (3) week-long Youth Citizenship Seminar, (4) Speak Up for Free Enterprise utilizes a university economist in presentations to business managers and store clerks, (5) Career Guidance Conferences are held with high school seniors.

COUNCIL OF BETTER BUSINESS BUREAUS, INC.
William H. Tankersley, President
1150 17th Street, N. W.
Washington, D. C. 20036
(202) 862-1200

Makes available a variety of consumer publications. Write for Publications Order Form. Distributes 24-page booklet, "A Simplified Description of The American Economic System".

GEORGIA BUSINESS AND INDUSTRY ASSOCIATION
Gene Dyson, CAE, President
181 Washington Street, S. W.
Atlanta, Georgia 30303
(404) 659-4444

Operates a speakers bureau and sponsors "Outstanding Businessman and Business Woman of the Year" awards for Junior Achievement chapters. Utilizes business-faculty advisory councils and roundtables to communicate with educators.

HAWAII ASSOCIATION OF INDUSTRIES
Claire W. Engle, Executive Secretary
Dillingham Building, Room 227
Honolulu, Hawaii
(808 538-7808

Developed a comprehensive program for local, state and federal political leaders using materials produced by Campus Studies Institute.

HUNTSVILLE-MADISON COUNTY INDUSTRIAL DEVELOPMENT ASSOCIATION
Guy B. Nerron, Exec. Director
P. O. Box 408
Huntsville, Alabama 35804
(205) 533-4141

Sponsors a Free Enterprise day in the area's 26 high schools. On that day businessmen lecture in the classrooms and economics teachers attend a seminar. The business executives attend two half-day training sessions preparing for Free Enterprise day.

ILLINOIS MANUFACTURERS ASSOCIATION
Orville V. Bergren, President
135 South LaSalle Street
Chicago, Illinois 60603
(312) 641-6771

Sponsors speaker's bureau and conducts seminars to help members become better spokespersons for industry. Provides clearinghouse service to alert members to programs conducted by others both in and out of state.

IOWA MANUFACTURERS ASSOCIATION
J. S. Craiger, President
706 Employers Mutual Building
717 Mulberry Street
Des Moines, Iowa 50309
(515) 244-6149

Holds state-wide economic education conferences for members. Developed special workshop for journalism students on business and economic reporting. Sponsors business/student seminars such as "Business, Your Future and Ours", in high schools and colleges. Makes available two films: "The Incredible Bread Machine" and "Will There Always Be An England?".

KANSAS ASSOCIATION OF COMMERCE & INDUSTRY
Jack A. Pearson, Director Industry Division
500 First National Tower
One Townsite Plaza
Topeka, Kansas 66603
(913) 357-6321

Business executives speak to high school student audiences and utilize the films, "Fences and Gates" and "The Incredible Bread Machine".

LOUISIANA ASSOCIATION OF BUSINESS AND INDUSTRY
Edward J. Steimel, President
P. O. Box 3988
Baton Rouge, Louisiana 70821

Business executives go to classrooms for presentations and utilize "The Second Battle of Britain" and "Will There Always Be An England?" films.

MANAGEMENT RESOURCES ASSOCIATION, INC.
C. W. Anderson, President
2421 North Mayfair Road, Suite 10
Milwaukee, Wisconsin 53226
(414) 778-0240

Sponsored seminar "How Can We Preserve Capitalism" for top and middle management. Seminar included reading materials to be reviewed before the meeting, and handout materials.

MANUFACTURERS ASSOCIATION OF ERIE
5 West 10th Street
Erie, Pennsylvania 16501
(814) 453-4454

Sponsored essay contest with title "How Profits In the Free Enterprise System Helped Build America". Rules and Guidelines available.

MANUFACTURING CHEMISTS ASSOCIATION
Robert A. Rowland, President
1825 Connecticut Avenue, N.W.
Washington, D.C. 20009
(202) 328-4200

Developed a citizenship awards program, "Your Country — Make It Work", in cooperation with the General Federation of Women's Clubs. The purpose was to bring greater understanding and dedication to fiscal responsibility by stressing that if you want something to work, you have to work at it. Program includes specific action steps, list of resources and guidelines. Publications include: "Minority Engineers in the Chemical Industry".

MICHIGAN MANUFACTURERS ASSOCIATION
John G. Thodis, President
124 East Kalamazoo Street
Lansing, Michigan 48933
(517) 372-5900

Industrial Michigan is the educational affiliate of MMA. Their program centers around original payroll stuffers which are used to communicate about Michigan related issues. Developed "The Story of Manufacturing in Michigan" — a 25-minute sound/slide presentation.

MISSOURI COUNCIL FOR ECONOMIC DEVELOPMENT
Laura Jordon, Executive Director
529 East High
Jefferson City, Missouri 65101
(314) 635-0281

The Council is a non-profit educational organization which does research for legislators on issues related to Missouri economic development, provides civic and free enterprise education programs for youth.

NATIONAL ASSOCIATION OF MANUFACTURERS
R. Heath Larry, President
1776 F Street, N.W.
Washington, D.C. 20006
(202) 331-3700

"National Conference on Economic Education and the Future of Capitalism Proceedings", a 94-page book of 25 articles. "Perspective", a series of brief discussions covering a variety of policy issues — taxes, regulation, welfare, inflation. *Enterprise* — monthly journal. The Foundation for Economic Freedom, a 501(c)(3) organization is an affiliate of the National Association of Manufacturers. Program thrust is with journalism schools and members of the working press. The objective is to increase the quality of business and economic reporting. Conducts on-campus seminars for students using business executives and journalists as speakers. Conducts workshops for television, radio and newspaper journalists on important public policy issues.

NATIONAL CONSUMER FINANCE ASSOCIATION
Walter A. Kurth, Executive Vice President
1000 16th Stree, N.W.
Washington, D.C. 20036
(202) 638-1340

One of the Association's objectives is to promote education and understanding about the use of consumer credit. The Consumer Credit Institute, a division, offers money management guidance and budgeting information to consumers via the mass media; provides educational materials to schools, the military, community groups, and the clergy, to stimulate discussion on credit and money management. Publications include: "Finance Facts Yearbook" and "Finance Facts", a monthly newsletter.

NATIONAL FEDERATION OF INDEPENDENT BUSINESS
Wilson S. Johnson, President
150 W. 20th Avenue
San Mateo, California 54403
(415) 341-7441

Sponsors essay contests for high school and college students, produced filmstrip, *Enterprise* with Teacher's Guide. Publishes *NFIB Educational Papers* on private enterprise and public policy issues and Quarterly Economic Report for Small Business.

NEBRASKA ASSOCIATION OF COMMERCE AND INDUSTRY
Glenn J. McEniry, Executive Vice President
P. O. Box 81556
Lincoln, Nebraska 68501
(402) 432-4273

Sponsors American Business Seminars on statewide and regional basis. Utilizes business executives to tell the story of American business and private enterprise. Operates a speakers bureau.

NEW JERSEY BUSINESS AND INDUSTRY ASSOCIATION
John J. Bachalis, President
Sullivan Way, P. O. Box 2708
Trenton, New Jersey 08607
(609) 771-0600

Conducts the "Make Jersey Work" program to acquaint the public and employees with economic issues of the state. Utilizes a series of colorful folders to communicate about business, taxes, reduced job opportunities, over regulation, worker benefits, fuel costs, etc.

PENNSYLVANIA MANUFACTURERS' ASSOCIATION
John W. Stayt, Secretary
The Chestnut E. Building
841 Chestnut Street
Philadelphia, Pennsylvania 19107
(215) 629-5000

Operates a speakers bureau, conducts business/student seminars in colleges.

SAN ANTONIO FOUNDATION FOR FREE ENTERPRISE
602 East Commerce
P. O. Box 1628
San Antonio, Texas 78296

This is an educational foundation affiliated with the San Antonio Chamber of Commerce. It was created to maintain a speakers bureau, plan and conduct high school and college economics programs, sponsor and conduct seminars for teachers, maintain an audio-visual lending library for schools, businesses and civic clubs in South Texas. Materials produced include public service announcements for radio and television and "Guide for Employee Seminars".

SECURITIES INDUSTRY ASSOCIATION
SIA Committee on Economic Education
S. Buford Scott, Chairman
20 Broad Street
New York, New York 10005
(212) 425-2700

Conducts a series of workshops, "How the Securities Industry Executive Can Become an Effective Advocate of the American Economic System". Organizes education committees on regional basis and offers speakers and films to schools and civic groups.

SOUTHWESTERN ILLINOIS INDUSTRIAL ASSOCIATION
J. Philip Redick, Executive Director
400 S. Main Street
Wood River, Illinois 62095
(618) 254-0676

Did You Know? – a series of one-page economic education messages sent daily to state legislators.

SPARTANBURG DEVELOPMENT ASSOCIATION
Alan R. Willis, Executive Director
P. O. Box 5137
Spartanburg, South Carolina 29301
(803) 585-1007

Developed a course about the free enterprise system as it operates in Spartanburg. *Understanding America* is a series of 27, one-half hour videotape discussions featuring local business people. Twelve of the videotapes are used in a six-session program for industrial supervisors. Topics include inflation, profits, taxes, fringe benefits, politics and workers.

SPOKANE AREA CHAMBER OF COMMERCE
W. 1020 Riverside
P. O. Box 2147
Spokane, Washington 99210
(206) 624-1393

Conducts economic education/business experience program in cooperation with local college. This program utilizes the work experience approach of Ryerson Steel and adds an educational dimension. Teachers work four weeks for area firms and then spend four days in the classroom learning to apply their experiences to classroom teaching.

TEXAS ASSOCIATION OF BUSINESS
L. W. Gray, President
1212 Main Street
11th Floor, Main Building
Houston, Texas 77002
(713) 658-1010

Conducts "Town Hall" programs—a panel of business executives appear before high school and college audiences. Maintains a speakers bureau. Utilizes Emprei Two-Minute messages and essay contests.

U.S.I.C. Educational Foundation
Paul A. Belknap, President
P.O. Box 2686
Nashville, Tennessee 37219
(615) 256-5961

This tax-exempt, nonprofit organization publishes free enterprise pamphlets Economic Education Reference Manual and aids research projects of free enterprise oriented students.

UTAH MANUFACTURERS ASSOCIATION
Robert E. Halladay, Executive Vice President
Kearns Building, Suite 425
Salt Lake City, Utah 84101
(801) 363-3885

Executives of member firms have cooperated with education officials to form BICEP—Business Industry Community Education Partnership. The purpose is to coordinate and increase interaction between the schools and the community. Business participants provide classroom speakers, plant/office tours, work experience and career materials.

WISCONSIN ASSOCIATION OF MANUFACTURERS AND COMMERCE, INC.
Paul E. Hassett, President
111 East Wisconsin Avenue
Suite 1600
Milwaukee, Wisconsin 53202
(414) 271-9428

Cooperated with Public Relations Society of America and Marquette University to sponsor a one-day meeting to examine the direction which economics education has taken in the state and what is needed for the future. The goal is to develop a number of programs suitable for use by members.

CHAIRS OF PRIVATE ENTERPRISE/SELECTED COLLAGE PROGRAMS

UNIVERSITY OF AKRON
Felix Mansager, Goodyear Executive Professor of
Business Administration
Akron, Ohio 44325
(216) 375-7442

APPALACHIAN STATE UNIVERSITY
George A. Schieren, Director
Center for the Study of Private Enterprise
Boone, North Carolina 28608
(704) 262-2288

AUGUSTA COLLEGE
Robert L. Owens, Assistant Director
Center for the Study of Private Enterprise
Augusta, Georgia 30904
(404) 733-2235

BAYLOR UNIVERSITY
Calvin A. Kent
Herman Lay Professor of Private Enterprise
Waco, Texas 76706
(817) 755-1211

BIRMINGHAM-SOUTHERN COLLEGE
L. Aubrey Drewry, Jr.
R. Hugh Daniel Chair of Business and Free Enterprise
Birmingham, Alabama 35204
(205) 328-5250

BRADLEY UNIVERSITY
Mark Weaver
College of Business Administration
Peoria, Illinois 61625
(309) 676-7611

BRESCIA COLLEGE
Gary Saunders
Chair of Private Enterprise
Owensboro, Kentucky 42301
(502) 685-3131

BRUNSWICK JUNIOR COLLEGE
Paul Kenneth Vonk
J. D. Compton Chair of Private Enterprise
Altama at Fourth
Brunswick, Georgia 31520
(912) 264-1509

CALIFORNIA STATE UNIVERSITY-LA
John F. Steiner
Center for Study of Business in Society
School of Business and Economics
5151 State University Drive
Los Angeles, California 90032
(213) 224-3876

CORNELL UNIVERSITY
George H. Hildebrande, Director
Center for the Study of the American Political Economy
Ithaca, New York 14850
(607) 256-4444

DePAUL UNIVERSITY
William R. Waters
25 East Jackson Boulevard
Chicago, Illinois 60604
(312) 939-3525

GEORGIA STATE UNIVERSITY
Michael H. Mescon
Chair of Private Enterprise
University Plaza
Atlanta, Georgia 30303
(404) 658-2000

GROVE CITY COLLEGE
John A. Sparks
Institute on Public Policy and Private Enterprise
Grove City, Pennsylvania 16127
(412) 45o-6600

HARDING COLLEGE
D.P. (Don) Diffine
Director
Center for Private
Enterprise Education
900 East Center Avenue
Searcy, Arkansas 72143
(501) 268-6161

HILLSDALE COLLEGE
George C. Roche, III, President
Center for Constructive Alternatives
Hillsdale, Michigan 49242
(517) 437-7341

UNIVERSITY OF ILLINOIS CHICAGO CIRCLE CAMPUS
Daniel Powell
Box 4348
Chicago, Illinois 60680
(312) 996-3000

KENT STATE UNIVERSITY
Dr. Elmer C. Larsen, Goodyear Executive Professor
College of Business Administration
Kent, Ohio 44242
(216)672-2772

LOYOLA UNIVERSITY OF CHICAGO
John L. Ward
Director of Free Enterprise Activities
Lewis Towers
820 North Michigan Avenue
Chicago, Illinois 60611
(312) 670-3000

LUBBOCK CHRISTIAN COLLEGE
C. L. Kay, Executive Director
Center for Business and Economic Education
5601 West 19th Street
Lubbock, Texas 79407
(806) 792-6655

NORTHEASTERN UNIVERSITY
Paul A. Tedesco
Business History and Economic Life Program, Inc.
219 CU, Department of Curriculum and Instruction
College of Education
Boston, Massachusetts 02115
(617) 437-3302

OHIO STATE UNIVERSITY
Albert Shapiro, William H. Davis Professor of the American Free Enterprise System
Columbus, Ohio 43210
(614) 422-6446

OSCAR ROSE JUNIOR COLLEGE
Leslie J. Anderson
Consumer Economic Center
Midwest City, Oklahoma 73110

PURDUE UNIVERSITY
Burton D. Morgan Chair of Private Enterprise
Krannert Graduate School of Management
West Lafayette, Indiana 47907
(317) 749-8111

UNIVERSITY OF SOUTHERN CALIFORNIA
Arthur B. Laffer, Director
Center for the Study of Private Enterprise
University Park
Los Angeles, California 90007
(213) 746-7599

ST. MARY'S UNIVERSITY
Paul C. Goelz
Chair of Free Enterprise
School of Business Administration
One Camino Santa Maria
San Antonio, Texas 78284
(512) 433-2311

UNIVERSITY OF TENNESSEE AT CHATTANOOGA
William H. Peterson, Scott L. Probasco Jr., Chair of Free Enterprise
Chattanooga, Tennessee 37401
(615) 755-4313

UNIVERSITY OF TEXAS-AUSTIN
W. R. Hudson, Coordinator
Chair of Free Enterprise
College of Engineering
Austin, Texas 78712
(512) 471-7501

Timothy W. Ruefli
The Institute for Constructive Capitalism
Graduate School of Business
Austin, Texas 78712
(512) 471-3145

TEXAS A&M UNIVERSITY
John W. Allen
Center for Education & Research in Free Enterprise
College Station, Texas 77843
(713) 845-7723

VANDERBILT UNIVERSITY
Ronald E. Galbraith, Director
Peabody Center on Economic & Social Studies Education
Box 320
Nashville, Tennessee 37203
(615) 327-8350

COLLEGE OF WILLIAM AND MARY
Paul D. Carre
The American Academy for Economic Education
Number 203
424 Duke of Gloucester Street
Williamsburg, Virginia 23185
(804) 229-5905

UNIVERSITY OF WISCONSIN
Jon G. Udell
Irwin Maier Professor of Business
1155 Observatory Drive
252 Bascom Hall
Madison, Wisconsin 53706
(608) 263-4100

OTHER RESOURCES

ACCURACY-IN-MEDIA, INC.
Reed Irvine, Editor
777 14th Street, N.W.
Washington, D. C. 20005
(202) 783-4407

The purpose of AIM is to achieve a more objective, balanced viewpoint for television and newspaper reporting. Television and newspapers are monitored to identify errors or bias. Fairness doctrine complaints have been filed with the Federal Communications Commission. Publishes a monthly newsletter, AIM REPORT, and sponsors conferences.

THE ALTERNATIVE EDUCATIONAL FOUNDATION, INC.
R. Emmett Tyrrell, Jr., President
102 West 6th Street, Room 201
Bloomington, Indiana 47401
(812) 334-2715

Publishes a serious but sometimes satirical monthly journal of opinion, THE AMERICAN SPECTATOR. Writers are mostly young people.

AMERICAN CAUSE
The Hon. George L. Murphy, Director
905 16th Street, N.W., Suite 304
Washington, D.C. 20006
(202) 638-4006

A bipartisan organization dedicated to the preservation of traditional American values. Its purpose is to restore and protect the basic elements of our political philosophy. Publishes a monthly bulletin, *AMERICAN CAUSE*, highlighting various issues.

AMERICAN COMMUNICATIONS NETWORK
Brian L. Bex, President
308 North Washington Street
Knightstown, Indiana 46148
(317) 345-5115

This is a non-profit educational organization founded in 1966. It is concerned with freedom, private enterprise, limited government and the American way of life. Produces the "Brian Bex Report", a monthly newsletter, a half-hour weekly television program and conducts seminars.

AMERICAN LEGISLATIVE EXCHANGE COUNCIL
Kathleen Teague, Executive Director
600 Pennsylvania Avenue, S. E.
Suite 204
Washington, D. C. 20003
(202) 547-4646

This is a non-profit, tax-exempt organization providing study, analysis, research information and model legislation to state legislators, members of Congress and the general public. Suggested state legislation includes: Free Enterprise Education Act, Federal Grant Review Act, Teacher Proficiency Act, and Judicial Sentencing Act.

Hosts regional meetings for state legislators and taxpayers, national conferences on welfare reform, balanced budgets, etc. Issues a newsletter, *First Reading*.

AMERICAN PRODUCTIVITY CENTER
Peter Moffett, Executive Vice President
333 West Loop, North
Houston, Texas 77024
(713) 688-2036

APC is a non-profit center supported by business and industry to strengthen America's private enterprise system by creating and supporting programs which improve productivity and the quality of working life. It seeks to assist in establishing or improving productivity improvement programs; conduct research and development, measurement, appraisal and implementation of productivity; provide awareness of programs and publications about the importance of productivity; create, promote, distribute, and market education and training programs about productivity for firms, school systems, media and the general public.

AMERICAN VIEWPOINT, INC.
Ethics Resource Center
Ivan Hill, President
University Square
Chapel Hill, North Carolina 27514
(919) 929-0403

This is a non-profit educational organization founded in 1922. Its purpose is to strengthen the ethical basis of society. In 1977, the Ethics Resources Center was founded to develop a Reference Library, develop teaching materials and promote higher ethical conduct through mass communication. Published *The Ethical Basis of Economic Freedom*.

THE ASSOCIATION FOR BUSINESS EDUCATION
Jeanne Palmer, President
1801 Avenue of the Stars
Suite 352
Los Angeles, California 90067
(213) 556-2730

This non-profit foundation was founded in 1977. It produces a 15-minute television program, "The Jeanne Palmer Show", syndicated in 16 markets. The association proposes to produce a series of half-hour television interviews of corporate executives discussing business and the free enterprise system, titled "The Business of People", to be syndicated in 25 major markets. Video-tapes of the programs would be furnished to high schools and universities.

BOY SCOUTS OF AMERICA
Richard D. Dutcher, Associate Director
North Brunswick, New Jersey 08902
(201) 249-6000

One of scouting's program activities is a merit badge for American Business. Scouts earning this award by reviewing the free enterprise system and studying basic economics. Many merit badge subjects contain career education information. The Exploring Division sponsors career oriented programs.

BUSINESS NOTEBOOK
P. O. Box 4111
Grand Central Station
New York, New York 10017

This is a commercial monthly newsletter about economic education programs. Coverage deals with corporate communications to employees, public opinion leaders, shareholders, customers, elected officials.

CLOSE-UP FOUNDATION
Stephen Janger, President
1055 Thomas Jefferson Street, N.W.
Washington, D. C. 20007
(202) 342-8700

An educational program which brings senior high school students to Washington, D. C. to learn first hand how America's political and federal government systems work. Programs include seminars with representatives of Congress, and various federal departments such as State, Defense, Justice as well as the Republican and Democratic National Committees.

CONSTRUCTIVE ACTION, INC.
M. W. Brainard, Director
P. O. Box 4006
Whittier, California 90607
(213) 693-0764

Organized in 1963 to provide the American public with educational materials "exposing socialist and communist inroads in our American institutions and the erosion of personal freedoms by advocates of the welfare state." Distributes paperback books, free or at a nominal cost, to high school and college students and teachers. Distributes publications of the Foundation for Economic Education.

EDUCATIONAL RESEARCH COUNCIL OF AMERICA
George Baird, President
Rockefeller Building
Cleveland, Ohio 44113
(216) 696-8222

This is a non-profit education curriculum design organization created in 1959. The social studies program, *Concepts and Inquiry*, developed by ERCA incorporates economic concepts in grades 1-12. This program points out industrial problems, but at the same time makes clear that increases in the standard of living have been made by industrial advancements.

FAAST
Alan Ladwig, President
1785 Massachusetts Avenue, N.W.
Washington, D.C. 20036
(202) 483-2900

The Forum for the Advancement of Students in Science and Technology is a nonprofit, educational student organization initiated in 1970. Goal is to raise the level of debate on science and technology issues by creating discussion forums. Provides technical students with information on public policy issues and nontechnical students with information on the technical options available. Encourages college chapters to conduct seminars. Publishes *FAAST NEWS* quarterly.

FOUNDATION FOR AMERICAN COMMUNICATIONS
John E. Cox, Jr., President
20121 Ventura Boulevard, Suite 305
Woodland Hills, California 91364
(213) 999-6772

This is a non-profit, public interest institute formed in 1976 to promote a better understanding of the importance of the news media and its vital relationship to American institutions. Conducts seminars for executives and the news media. Publishes *Editorial Magazine* to supplement editorial director's knowledge about public issues and provides media counseling to non-profit organizations.

FOUNDATION FOR STUDENT COMMUNICATION, INC.
Jonathan Victor, President
Green Hall Annex
Princeton, New Jersey 08540
(609) 921-1111

This is a student operated organization founded in 1971 to encourage dialogue between students and business executives. Publishes "Business Today" three times a year and distributes to college students. Sponsors national and regional forums which focus on issues raised in the magazine.

THE HUGH O'BRIAN YOUTH FOUNDATION
10880 Wilshire Boulevard, 16th Floor
Los Angeles, California 90024
(213) 879-5252

This educational organization was initiated in 1958. The program annually seeks out high school sophomores and sponsors their participation in a week-long leadership conference. Seminar topics vary, but in the past have included the economy, the U. S. space program, oceanography, etc. Cooperates with Jaycees to help produce state-level seminars.

INDUSTRY EDUCATION COUNCIL OF CALIFORNIA
Henry Weiss, Executive Vice President
1575 Old Bay Shore Highway
Burlingame, California 94010
(415) 697-4311

This council seeks to improve school-to-work career activities through the participation of business, industry and labor in evaluating secondary school operations. Provides assistance to improve business management practices of educational institutions; business, industry and labor sponsor career and economic instruction materials for students.

INSTITUTE FOR LIBERTY AND COMMUNITY
John McClaughry
Concord, Vermont 05824
(802) 695-2555

This is a non-profit research and educational organization concerned about preserving individual liberty, techniques for strengthening private property rights, wealth and income distribution, environmental protection techniques which preserve individual liberty and property rights. Publishes reports and conducts symposia.

INTERCOLLEGIATE STUDIES INSTITUTE
E. Victor Milione, President
14 South Bryn Mawr Avenue
Bryn Mawr, Pennsylvania 19010
(215) 525-7501

ISI was founded in 1953 as a non-profit, non-partisan educational organization. The Institute seeks to assist college students in apprehending the values free men must possess. Has faculty associates on more than 800 campuses. Publishes "The Intercollegiate Review", "Modern Age", "The Academic Review" and "The Political Science Review". Has nine different programs. Conducts one and two-day seminars for students; one-week long summer programs for students and "The Role of Business in Society" for teachers. Video-cassettes of these lectures are available.

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
John N. Bailey, Exec. Director
870 Market Street, Suite 928
San Francisco, California 94102
(415) 433-3400

The Association encourages the establishment of effective training programs for business and industry communicators. Administers and cosponsors with The Business Roundtable annual awards for effective economics communication. It holds seminars on communicating economic issues, and provides information about economic education materials in the monthly IABC NEWS.

LIBERTY FUND, INC.
A. Neil McLeod, Executive Director
7440 Shadeland
Indianapolis, Indiana 46250
(317) 842-0880

The Fund's concern is with ideas which undergird and sustain the ideal of a society of free and responsible individuals. Conducts a series of Socratic Seminars. Produced *Adam Smith*, a 28-minute color film distributed by Modern Talking Pictures, 2000 L Street, N.W., Washington, D.C.

LIBERTY VILLAGE FOUNDATION
Theodore C. Merritt, Sr., President
Flemington, New Jersey 08822
(201) 782-4447

This village, opened in 1972, recreates the 18th Century to help the public appreciate the accomplishments of the nation's forefathers, demonstrates arts and crafts of the period and the role that private enterprise played in creating America. Utilizes a motion picture which emphasizes basic American principles. Conducts seminar on History of the American Economic System.

THE MANION FORUM
Emmett Mellethin, Managing Director
St. Joseph Bank Bldg.
P. O. Box 1258
South Bend, Indiana 46624
(219) 233-8225

This non-profit Forum promotes the right to private property, individual responsibility, free enterprise, and limited government. The Forum reviews political and economic matters of national interest via daily 3-minute and weekly 15-minute broadcasts over 120 radio stations. Reprints of the scripts and a newsletter are supplied weekly to subscribers and contributors.

MEDIA INSTITUTE
Judith Lewis, Executive Director
1100 17th Street, N.W.
Suite 1000
Washington, D. C. 20036
(202) 466-3052

The Institute was organized in 1976 as a tax-exempt educational foundation. Its goals are to promote and encourage the development of knowledge and understanding of media and to conduct research on the legal, economic and political aspects of media. Publishes "Television Business Economic News Index" which includes abstracts of business news stories carried on the network evening news.

MODERN TALKING PICTURE SERVICE, INC.
Carl H. Lenz, President
International Building
45 Rockefeller Plaza
New York, New York 10020
(212) 765-3100

Distributes films and videotapes to schools, universities, movie theaters and television stations for sponsors.

NATIONAL ASSOCIATION FOR INDUSTRY-EDUCATION COOPERATION
Donald M. Clark, President
235 Hendricks Boulevard
Buffalo, New York 14226
(716) 278-5726

Established in 1964, this tax-exempt, membership organization seeks to promote greater cooperation between schools and industry. Promotes local Industry-Education Councils and Community Resource Workshops. Publishes a handbook providing organizational guidelines, general membership newsletter, and one concerned with job placements. Holds regional and national conferences for educators and business representatives.

NATIONAL ASSOCIATION OF INVESTMENT CLUBS
Thomas E. O'Hara, Chairman
1515 East Eleven Mile Road
Royal Oak, Michigan 48067
(313) 453-9612

The Association is organized to interest people in all aspects of investments and to help them understand the economic world in which they live. Local chapters train people to speak and explain the economic factors affecting their lives. Publishes "Better Investing" monthly.

NATIONAL COORDINATING COUNCIL FOR CONSTRUCTIVE ACTION
Dr. Frank A. Rogers, Chairman
13025 East Bailey Street
Whittier, California 90601
(213) 698-0141

NCCCA works as a voluntary group toward preserving individual liberty, private property, the competitive enterprise system and to promote the reestablishment of the U.S.A. as a free enterprise republic. The Council develops and maintains a list of individuals and groups who promote individual liberty, responsibility, free enterprise and limited constitutional government. The Council conducts two-day seminars on free enterprise topics.

FISCAL POLICY COUNCIL, INC.

Joseph S. Dolan, Executive Director
10435 Ironwood Road
Palm Beach Gardens, Florida 33410
(305) 845-6065

This is an educational foundation concerned with the federal corporate tax structure and its impact on society and the economy. Seeks to increase the public's political and economic awareness. The National Dividend Plan would accomplish this by diverting all federal corporate tax receipts to all registered voters each quarter. Publishes a bimonthly newsletter and sponsors conferences.

NATIONAL LEGAL CENTER FOR THE PUBLIC INTEREST

Michael M. Uhlmann, President
1101 17th Street, N.W., Suite 810
Washington, D.C. 20036
(202) 296-1683

This nonprofit tax-exempt corporation was organized in 1975. It has four principal objectives: (1) assist in establishing independent regional litigation foundations dedicated to a balanced view of the role of law in achieving economic and social progress. (2) research on government regulation of the private sector, energy, environment and land use. (3) resource center for regional litigation foundations. (4) identification of probable areas of litigation.

NATIONAL MANAGEMENT ASSOCIATION

Ronald Leigh, President
2210 Arbor Boulevard
Dayton, Ohio 45439
(513) 294-0431

The Association is dedicated to develop and recognize management as a profession and to promote the free enterprise system. Prepares chapter programs on basic management, policy and practice, communications, economics and political education. NMA sponsors an American enterprise program through member chapters. Publishes MANAGE.

NATIONAL PUBLIC POLICY SYNDICATE

Patrick D. Maines, President
99 Park Avenue
New York, New York 10016
(212) 682-6647

This syndicate is a wholly owned subsidiary of National Distillers and Chemical Corporation and provides eight monthly columns written by distinguished writers. This material is produced to assist in the distribution of more informed views on public policy issues to help the public become more effective participants in the democratic process. Each writer is an expert in his field, but the articles are expressed in lay terms.

NATIONAL TAXPAYERS UNION

James Dale Davidson, Executive Director
325 Pennsylvania Ave., S.E.
Washington, D.C. 20003
(202) 543-1300

This is a nonprofit organization but contributions are not tax-deductible. Goal is to lessen federal government spending and reduce taxes. Works to influence legislation in these areas. Publishes the *Dollar and Sense* newsletter and *Taxpayer's Liability Index*.

NATIONAL TAX-LIMITATION COMMITTEE

William F. Rickenbacker, Chairman
Box 1000
Briarcliff Manor, New York 10510

This is a membership organization founded in 1975 with the specific objective of adding a tax-limitation amendment to state constitutions. Publishes a newsletter, "Tax-Limitation News" and "A Taxpayer's Guide to Survival". A separate organization, The Tax Limitation Research Foundation, has been established to conduct research on the general subject of tax limitation.

THE PHILADELPHIA SOCIETY

Don Lipsett, Secretary
139 E. Main Street
North Adams, Michigan 49262
(517) 287-5814

THE PHILADELPHIA SOCIETY (Cont.)

This 14-year-old tax-exempt foundation sponsors the interchange of ideas through discussion and writing in order to deepen the intellectual foundation of a free society and broaden understanding of its basic principles and traditions. Economic, political, social and philosophic issues are discussed. Sponsors national and regional meetings.

A PRESIDENTIAL CLASSROOM FOR YOUNG AMERICANS

Angie B. Whitaker, Executive Director
P. O. Box 19084
Washington, D. C. 20036
(202) 638-2234

The private, non-profit organization was founded in 1968. It seeks to expose student leaders to the dynamics of federal government and policy making. Conducts six-weeks long seminars for high school juniors and seniors in Washington, D. C. Members of executive, military, foreign relations, judicial and congressional branches of government, news media, business, industry and labor address the students at small, individual class sessions. "The Federal Forum", a two-weeks long seminar, brings educators, executives, professionals, school administrators and university students into contact with a variety of government personalities and opinions.

ROBERT A. TAFT INSTITUTE OF GOVERNMENT

Marilyn Chelstrom, Executive Director
420 Lexington Avenue
New York, New York 10017
(212) 689-0230

This nonprofit, nonpartisan education foundation was founded in 1961 as a memorial to the late senator. The objectives are: (1) to stimulate understanding of the principles and processes of government; (2) to inspire a more active interest and participation in government at all levels. Sponsors Taft Seminar for Teachers in cooperation with over 30 universities.

STOCKHOLDER ADVOCATE FOUNDATION, INC.

Henry L. Scott
P. O. Box 999
Charleston, South Carolina 29402
(803) 723-0583

This educational foundation is affiliated with the Stockholder Advocate Association. The Foundation engages in research on the double taxation of dividend income.

STOCKHOLDERS OF AMERICA FOUNDATION, INC.

Margaret Cox Sullivan, President
1825 Connecticut Avenue, N.W.
Washington, D.C. 20009
(202) 783-3430

This tax-exempt public foundation created in 1974 is affiliated with Stockholders of America Inc. which has been representing the interests of stockholders since 1971. The Foudation, through studies and research, seeks to develop understanding of the balance of interests required between stockholders, business management, labor and government and thereby strengthen the free enterprise system.

THOMAS JEFFERSON RESEARCH CENTER

Frank Goble, President
1143 N. Lake Avenue
Pasadena, California 91104
(213) 798-0791

This nonprofit, tax-exempt Center was organized in 1963. Its purpose is to develop constructive practical solutions for human problems. The Center conducts seminars, collects and analyzes behavioral information, offers training for organizations in character education, publishes a monthly research letter. Books published include *The Third Force, Excellence in Leadership* and *Beyond Failure*.